APRIL 23, 1945 PRICE 15 CENTS

BROADCASTING

The Weekly Na

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KLZ
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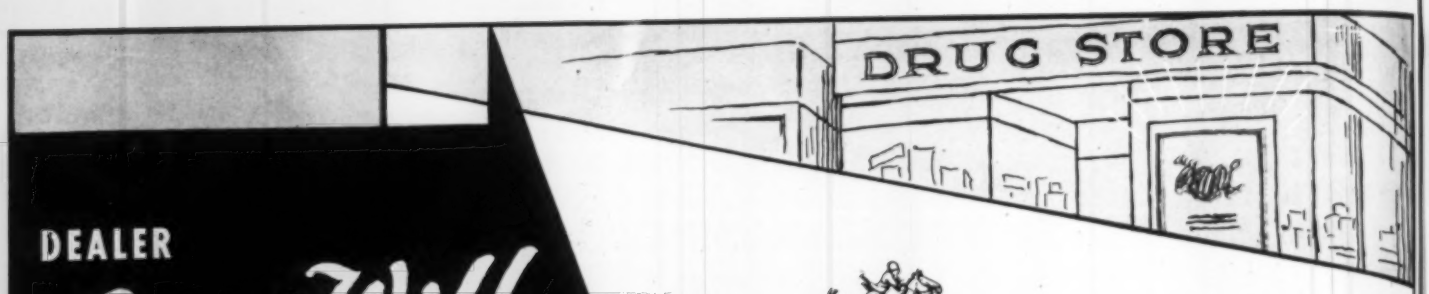
VARIETY
1944 SHOWMANAGEMENT AWARD
FOR
OUTSTANDING PROGRAM
ORIGINATION

KLZ, DENVER • AFFILIATED IN MANAGEMENT WITH WKY, OKLAHOMA CITY AND THE OKLAHOMA PUBLISHING COMPANY
REPRESENTED BY THE KATZ AGENCY



DEALER

Good Will

MEANS INCREASED SALES FOR

WLAC-ADVERTISED

PRODUCTS . . .

Taylor's Equine Medicines Will Not Betray Your Confidence

Chas. F. Taylor. Jr.
Druggist

Bowling Green, Kentucky
March. 15/1945.

Mr. F. C. Sowell General Manager W L A C.
Nashville. Tennessee.
Dear Sir.

I assure you it will be a pleasure to post the poster in my front window or to do any favor you may ask of me.

Very truly yours;
Chas. F. Taylor. Jr.

Chas F. Taylor Jr.

"Knowing" the Nashville market area means more than adding up buying power . . . it also means keeping in touch with the dealers who sell the products they hear on the air.

Today, as always, WLAC maintains regular monthly direct mail contacts with many leading retailers . . . among them are 350 druggists and 450 grocers.

The WLAC promotion department stays on the job, war or no war, building extra sales for WLAC-advertised products!

WLAC
NASHVILLE

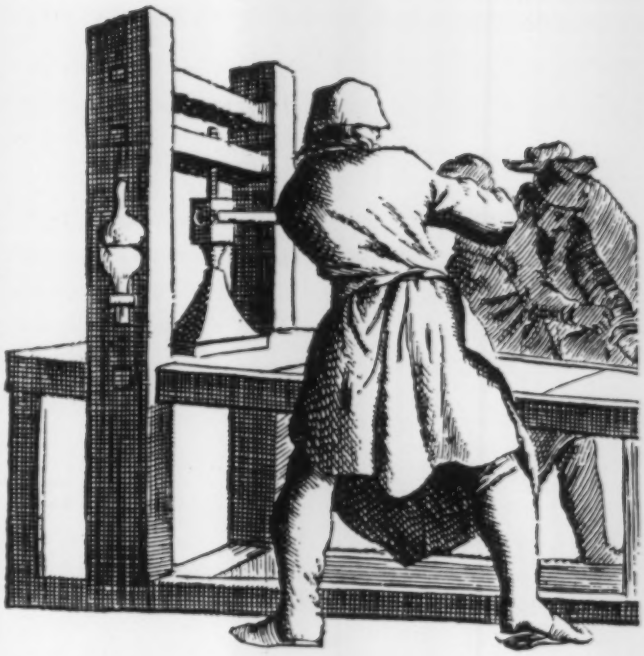
REPRESENTED BY THE PAUL H. RAYMER CO.

50,000 WATTS

"Gateway to the Rich Tennessee Valley"

AN OUTSTANDING BOSTON "FIRST"

On September 25, 1690, Benjamin Harris published "Publick Occurrences"—America's first newspaper —in his tiny Coffee Shoppe, in Boston.



Today, earth-shaking crises, following each other in rapid succession, are reported promptly, accurately, and in full detail, on WBZ. Boston's most powerful station presents no fewer than eighteen news-broadcasts and commentaries daily, by New England's ranking analysts and ace NBC reporters.

Notable for news throughout New England, WBZ is also depended upon, by the same discriminating audiences, for the finest in radio entertainment. Expertly produced local programs vie with outstanding presentations by NBC, "The network most people listen to most."

Boston has contributed many "firsts" to American history. Currently, 50,000-watt WBZ stands first in Boston as the Hub's powerful and influential station. It rates first in consideration by the time-buyer desiring top coverage in New England.

Among locally popular news-personalities heard exclusively on WBZ are:

Nelson Bragg, at 7:30 A.M.
World News Round-Up, at 8:00 A.M.
Carl Caruso, at 8:30 A.M.
Marvin Behrens, at 12:05 P.M.
Morgan Beatty, at 1:45 P.M.
"Background to the News," with Geoffrey Harwood, at 6:05 P.M.
"Frontline Headlines," with John Barry, at 7:45 P.M. (Mon., Wed., and Fri.)
"The World Situation," with Elmer Newton Eddy, at 11:05 P.M.

WBZ
WBZA

WESTINGHOUSE RADIO STATIONS Inc

KDKA • WOWO • KEX • KYW • WBZ • WBZA

REPRESENTED NATIONALLY BY NBC SPOT SALES—EXCEPT KEX
KEX REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

ALTHOUGH THE NAB committee to select Harold Ryan's successor hasn't completed its deliberations, the best bet last week was that neither Stephen T. Early, retiring secretary to the President, nor Byron Price, director of censorship, now is in the running.

WHO'LL GET WBT Charlotte? The answer will come this week. Chances are the highest bidder won't get the station because CBS is looking for ownership with interest of the community at heart, as well as established radio reputation and CBS affiliation experience. A. D. (Jess) Willard, general manager, will be in the operating group with a piece of station. Price won't break any records. A million and a half wouldn't be surprising.

WHAT HAPPENS to the vaunted plans of Subscription Radio Inc. to use FM to enter the nation's homes on a pay-as-you-listen basis, with the change in administration? William P. Benton's forte was his tie with ultra New Dealers in Washington.

MORTON DOWNEY, whose croonings for Coca-Cola over Mutual constitute his primary activity, has a bigger stake than ever in the soft drink. He has been elected a director of the southern and midwestern Coca-Cola companies—biggest of the group.

THE BOSTON STATION market is being agitated again. A number of proposals have been made, notably by Boston newspapers, for domestic outlets, including WHDH on the choice 850 kc frequency, and WORL, of which Harold A. Lafount, former radio Commissioner and top Bulova radio executive, is principal owner. Passes also have been made at WMEX, which has a 50,000 w potential. WORL and WMEX are independents and WHDH leaves Blue in mid-June when the Cowles-owned WCOP gets the service.

RADIO REPORTERS wondered when they saw Dr. Frank Stanton, CBS vice-president and top exponent of the art of audience surveys, in the front ranks at President Truman's first White House conference. He was there at Leonard Reinsch's elbow. Could the new White House occupant be interested in radio surveys?

A PROPRIETARY manufacturer who first started marketing his product in 1931 and whose sales skyrocketed when he began using radio in the late 30's is preparing a plea for tax reduction under the excess profits law on the basis that had he started advertising by radio earlier his sales and profits would have been higher during the base period and that therefore he is entitled to relief from his present tax schedule.

ANOTHER PLEA for tax reduction is being drafted by a manufacturer of electronic equipment, who will argue that if the Government had permitted the commercialization of television at an earlier date his profits during the 1935-39 base period would have been far higher than they were.

(*Continued on page 82*)

Upcoming

April 25: United Nations Security Conference, San Francisco. First broadcast, all networks, 2 p.m. (PWT).

April 26-27: NAB Small Market Stations Committee, Statler Hotel, Washington.

April 30: International communications merger hearings before Senate Interstate Commerce subcommittee.

May 1: WAYS Charlotte, N. C., oral argument on labor dispute with IBEW before NLRB, Washington.

May 8-10: NAB Sales Managers Executive Committee, Gunter Hotel, San Antonio.

May 16-17: NAB Board of Directors, WOW board room, Omaha.

May 9: Deadline for briefs and appearances, proposed FCC regulations on financial reports, contracts, ownership and station personnel. (Oral argument May 21.)

Bulletins

PETITION for extension of time beyond April 27 to permit filing a rehearing request and reorganization of licensee corporation was filed late last week with FCC by George O. Sutton, WOKO Albany counsel. Station had been ordered deleted effective April 27 by FCC on hidden ownership aspects involving Sam Pickard, former CBS vice-president and Commissioner, now on overseas duty with the American Red Cross [BROADCASTING, April 2].

* * *

EIGHT CHICAGO stations propose that BMB report only station circulation figures based on number of listeners to each station at least once a week, and not issue maps of primary, secondary and tertiary coverage for Chicago market. BMB board will take it up at its next meeting, probably early in May. Proposal is similar to that made by Craig Lawrence, manager of WHOM New York, for handling the New York metropolitan area figures.

* * *

ARTHUR J. CASEY, executive assistant to Lt. Col. Frank Falknor, KMOX St. Louis general manager, has joined WOL, Cowles station in Washington, as executive assistant to Merle S. Jones, station general manager and Cowles vice-president. Mr. Casey, formerly was Mr. Jones' assistant at KMOX. At WOL he will direct administrative sustaining operation and public relations. Other WOL additions will be made soon.

* * *

NEXT TUESDAY'S *Words at War*, NBC, 11:30 p.m.-midnight, will dramatize the life of Ernie Pyle, with Karl Swenson in the title role.

Business Briefly

BRISTOL-MYERS PLANS ● Bristol-Myers Co. will sponsor *Correction Please* with Jay C. Flippen on NBC Fri., 8:30-9 p.m. as summer replacement for *Duffy's Tavern*, off June 8-Oct. 5 while Ed Gardner entertains overseas. Sponsor continues *Time to Smile*, NBC Wed. 9-9:30 p.m. through summer minus Eddie Cantor, who will tour veterans' hospitals. Agency, Young & Rubicam, New York.

NEWS JOINS THE PARADE ● Coca-Cola *Victory Parade of Spotlight Band*, Blue-ABC, will open with four minutes of news of the San Francisco United Nations Security Conference every night, beginning April 25, with Ray Henle, David Wills and Vincent Sheehan broadcasting from conference headquarters.

WHK SELLS OWL HOURS ● Burt's Inc. will begin sponsorship in early June of the entire 12 midnight-5 a.m. period on WHK Cleveland, six days a week. Company now sponsors 9½ hours of station time weekly and with additional time will be sponsoring 39½ hours weekly—a record in Cleveland.

THWARTS HOOKEY PLAYERS ● Ezo Aircraft Corp., College Point, New York, has purchased half-hour on WINS New York on V-E Day for special program designed to reduce absenteeism in the plant the following day. Agency, Cowen & Dengler, New York.

OPERA SPONSORED ● Lombardo Wine Co., Chicago, April 29 begins sponsorship of weekly hour recorded opera series on WCFL Sundays 5-6 p.m. CWT. Contract for 52 weeks. Agency, Charles Edson Rose Co., Chicago.

NEW D-F-S OFFICE ● Dancer-Fitzgerald-Sample, advertising agency, will open new office in Toronto, Canada May 1 with Gilbert Munns, formerly of J. Walter Thompson, and Locke, Johnson, Toronto, in charge.

MAXON EXPANDS FORD ● Maxon Inc., Detroit, has been appointed to handle radio newspaper and outdoor advertising for Ford dealers in F sales region, comprising nine southern and southwestern states. New Maxon office has been opened in New Orleans under direction of Walker Saussy. Another is planned in Dallas.

SUMMER LETDOWN

AT LEAST 34 network commercial programs are slated to go off during summer. Total may reach 40 or more by the time all decisions are in on suspension or replacement. Of these about 10 are taking a hiatus, another 10 already set with substitutes, 10 or more advertisers still looking for replacements, and probably a dozen still undecided on plans. Season is noted for scarcity of suitable low-budget summer talent, earlier and several extra-long summer schedules, three or four running 15-17 weeks, compared to the traditional 8-13 week period.

Not hundreds but THOUSANDS . . .

Not only hundreds, but now thousands of West Virginians are able to enjoy the concerts of the Charleston Symphony Orchestra, Antonio Modarelli conducting. In line with our policy of all-out public service, we have cleared valuable Sunday afternoon time in order to share with thousands, not just hundreds, the music of the Charleston Symphony Orchestra. Pictured above is a shot taken at one of the first broadcasts in the Charleston Municipal Auditorium. You can't see the hundreds of music lovers in this picture, but you can visualize them AND the thousands listening at home . . . listening to WCHS, the station that performs REAL public service.

JOHN A. KENNEDY, Pres.
(on leave U. S. Navy)

HOWARD L. CHERNOFF
Managing Director

WCHS

5000 on 580 • CBS

CHARLESTON, W. VA.

OTHER WEST VIRGINIA NETWORK STATIONS: WSAZ—HUNTINGTON WPAR—PARKERSBURG WBLK—CLARKSBURG

To get the latest news first—
in New Orleans . . .

Or in Jackson County, Florida

Folks turn first to—

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY

50,000 Watts ★ Clear Channel ★ CBS Affiliate

Represented Nationally by The Katz Agency, Inc.

BROADCASTING
The Weekly Newsmagazine of Radio Broadcast Advertising

Published Weekly by Broadcasting Publications, Inc.
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IN THIS ISSUE . . .

Radio Recognition Under Truman Seen	13
N. Y. Stock Exchange Sponsors Series	14
Doughboys Miss Commercials	14
FCC Proposes Vast Regulatory Powers	15
May Defer Clear Channel Hearing	15
Presidential Coverage Praised	16
Final Rites Mark Pinnacle for Radio	16
Multiple-Relay Video Net Dedicated	18
Major Bowes Quits Broadcast Series	18
Combining FM, Video Would Be Difficult	20
FCC Expected to Decide FM Place May 1	20
Joseph V. Connolly Dead	20
NLRB Sets WAYS Hearing	23
War Boosted Newscasts, Survey Shows	23
Joan Davis, Jack Haley Jump in Ratings	23
V-E Day Program Planning Suggestions	24
Proposed FCC Rules for Reports	26
Coverage of Truman Address Difficult	30
Security Conference to Give Insight Into Job	32
Kempton Heads Conference Radio Relations	34

DEPARTMENTS

Agencies	52	Our Respects To	44
Allied Arts	38	Production	50
Commercial	48	Programs	61
Editorial	44	Promotion	62
FCC Actions	78	Sellers of Sales	10
Feature of Week	10	Sponsors	54
Management	48	Sid Hix	14
News	40	Technical	60
Net Accounts	38		

SOL TAISHOFF
Editor and Publisher

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CHICAGO: Florence Small, Mgr.; Jean Eldridge.

HOLLYWOOD: David Glickman, Mgr.; Marjorie Barmettler.

TORONTO: James Montagnes.

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HOLLYWOOD: David Glickman, Mgr.; Marjorie Barmettler.

TORONTO: James Montagnes.

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HOLLYWOOD: 1509 N. Vine St. GLadstone 7353.
TORONTO: 417 Harbour Commission Bldg. ELgin 0775.

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SUBSCRIPTION PRICE: $5.00 PER YEAR, 15c PER COPY

DOLLAR TALK ABOUT WSIX NASHVILLE

During the two-year period ending in January, a rise of 81.5% was registered by our overall average Hooper. Yes, WSIX has more daytime listeners than any other Nashville station. Remember, too, that BLUE and MUTUAL listeners are the best spenders nowadays. So, with more and more of the million potential buyers in this area listening to WSIX it's no wonder more advertisers are spending more of their radio dollars on WSIX!—the station where your advertising money talks louder.

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

5000 WATTS

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

980 KILOCYCLES

BRISTOL-MYERS..2

WHEN an advertiser rounds out a full 20 years in a youthful business such as radio, there is cause for celebration.

Week in and week out since 19 the Bristol-Myers Company h held the pleased attention of Am ica on NBC—at first with the Ipa

1925 A half-hour every Wednesday . . .

The Ipana Troubadours wore red and yellow costumes to identify them with "the tooth paste in the red and yellow tube,"— spurred Ipana sales with such tunes as "If You Knew Susie."

THE START

BRISTOL-MYERS COMPANY
New York
November 7th, 1927
National Broadcasting Company, Inc.
Fifth Avenue at 50th Street
New York, N.Y.
Gentlemen:
We have watched with interest the growth of commercial broadcasting. We were one of the earliest users of a program at your station for advertising purposes.
We believe that the use of the Ipana Troubadours has been a splendid good-will builder for Ipana Tooth Paste, and has contributed its share in obtaining the present success of that product today.
Yours very truly,
BRISTOL-MYERS COMPANY
Lee H. Bristol
Advertising Manager
LHB:LH

Mr. Lee H. Bristol, now Vice President of Bristol-Myers, expressed his confidence in the new advertising medium.

Two stations—WEAF New York and WO Philadelphia—broadcast the first Ipana program on April 8, 1925.

20 YEARS ON NBC

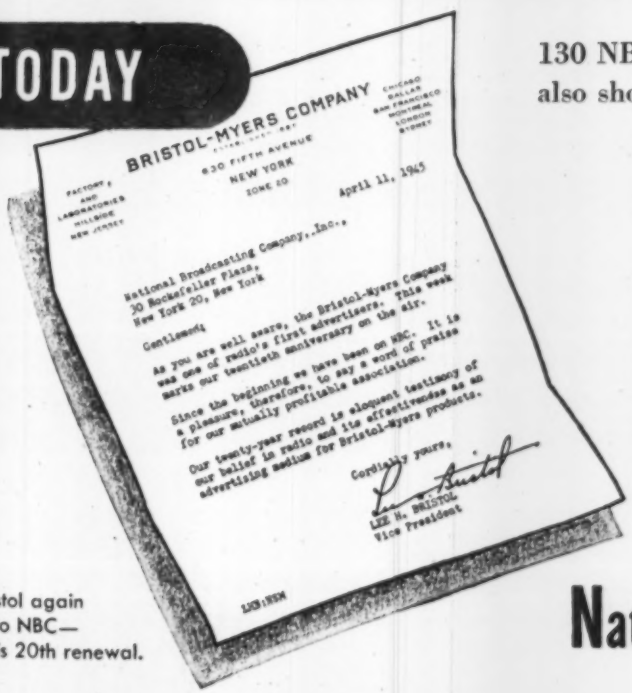
Troubadours and now with Eddie Cantor, Mr. District Attorney and Duffy's Tavern. That's 20 years of leading millions to the famous Smile of Beauty and the Smile of Health!

We're proud of Bristol-Myers' prolonged success as an advertiser on NBC.

1945 — An hour every Wednesday . . . plus a half-hour every Friday

Eddie Cantor, Mr. District Attorney, and "Archie" of Duffy's Tavern are the modern troubadours. They need no distinctive costumes to identify them as super-salesmen of Bristol-Myers products.

TODAY



BRISTOL-MYERS COMPANY
630 FIFTH AVENUE
NEW YORK
ZONE 20

April 11, 1945

National Broadcasting Company, Inc.,
30 Rockefeller Plaza,
New York 20, New York

Gentlemen:

As you are well aware, the Bristol-Myers Company was one of radio's first advertisers. This week marks our twentieth anniversary on the air.

Since the beginning we have been on NBC. It is a pleasure, therefore, to say a word of praise for our mutually profitable association.

Our twenty-year record is eloquent testimony of our belief in radio and its effectiveness as an advertising medium for Bristol-Myers products.

Cordially yours,

LEE H. BRISTOL
Vice President

LHB:BSH

Mr. Bristol again writes to NBC—after his 20th renewal.

130 NBC stations now carry the 3 Bristol-Myers programs—also short-waved to troops all over the world.

National Broadcasting Company

America's No. 1 Network

A Service of Radio Corporation of America

Ever see a station whose daytime Hooper "share of audience" averages

49.0%?

Perhaps . . .

. . . but how about a city where the daytime "sets-in-use" averages

21.8*?

NO? . . .

. . . then look at Lincoln - - we feel it's a rare result in a market of over 100,000 population.

In Fact,

KFOR has 80% more daytime audience according to Hooper than the next highest station.

* If you're interested in ratings, just multiply "sets-in-use" by "share of audience."

Represented by Edward Petry Co., Inc

KFOR

"Nebraska's Capital City Station"

LINCOLN Nebraska

Gordon Gray, General Mgr.
Melvin Drake, Station Mgr.

Blue and Mutual Networks

Feature of the Week

WOE TO THE MAN who asks Mutual's Don Bell "Don't you know there's a war on?" Back in 1941 he was the first to broadcast an eye-witness account of the bombing of American territory. He spent 27 months in Santo Tomas Prison Camp. When he was released, he resumed reporting and was in a navy patrol bomber off China when it was shot down.

In a Mutual broadcast from a hospital in Chungking, Mr. Bell told what happened. "I got out of the plane somehow because the pilot saw my head bouncing up and down in the water a few inches from the burning wing. Well, he couldn't very well ask me to get away although the plane might explode. I was still out. . . . So he climbed over to within 10 inches of that burning plane.

"He grabbed me . . . dug my head out of the water so that I could breathe air instead of gasoline and oil. Well, I began to understand things then. . . . .

"Then the co-pilot climbed up alongside; I dragged an arm out of the water, threw it over his shoulder. I watched the pilot swim once again toward that burning bomber. "He yelled, 'I found a raft.' He slung the raft over to us, got it inflated. They both left me to look for the rest of the boys. About 200 yards away, the aft-gunner came swimming up. A little later after that the co-pilot came back, bringing two men with him.

"Then the plane captain crawled into the raft, feeling very mad at himself because my Mae West hadn't worked. You see, my life jacket was his responsibility, too. He very carefully pointed out the big hole in my Mae West and then he felt better. Well, after ten minutes of hell there, the seven of us who survived the shelling, the crash and the bombing were in our life raft. [Six men were killed.]

"We took stock of what we had. In the life raft were seven of us, one jumbo pack, 2½ rubber paddles, 1 revolver with 6 cartridges only, not much defense but we were determined to fight it out if we had to."

And they had to. They were shelled, chased by a Jap motorboat and two Jap planes dropped bombs near the small boat.

Sellers of Sales

NO SPARER OF ENERGY is Duncan Tallmadge Jennings, radio director and timebuyer for Little & Co., Los Angeles agency.

He had tried his hand at a variety of business lines before that spring day in 1937 when he walked into offices of KVOA Tucson, Ariz., to explore radio's possibilities. King Whyte, then general manager of KVOA, was convinced that he could sell time.

DUNC

Dunc was born in Summit, N. J., on Nov. 6, 1911. Because his father was agent for manufacturers of crude drugs, he went to school in Wyoming, New Jersey, Chicago, Cristobal, Canal Zone. He graduated from New Trier township high school, Winnetka, Ill., in 1929. At state university, Madison, Wis., Dunc plunged into a curriculum of business administration, with a wary eye on either a newspaper or advertising career.

In the spring of 1934 he worked for a year with Carnation Milk Co. as an executive trainee to learn the business.

Coming to Arizona for his health in 1936, Dunc joined the *Tucson Citizen* as advertising solicitor and remained until 1937. Then he became account executive of KVOA. When KTAR Phoenix bought out KVOA that year, Jennings transferred to KTAR program department as copy writer. Later he was shifted to KTAR sales. Next Dunc stepped into an account executive post with Logan & Rouse, Los Angeles agency, on Jan. 1, 1940. He continued this affiliation for approximately two years, joining A. S. Boyle Co., Los Angeles, as assistant to the sales manager in September 1941.

In the fall of 1942 KTAR, seriously depleted by loss of manpower, sent out an S.O.S. and Dunc responded. As continuity editor, he began what amounted to "commuting" between Los Angeles and Phoenix, for five months. On Feb. 1, 1943, he joined Little & Co., Los Angeles, in his present post as radio director, timebuyer and account executive. Emphatic about the servicing job which he believes is an agency's primary responsibility, Dunc currently buys time for such accounts as Adohr Milk Farms, Gilbert C. Wilson Labs., Denton, Texas (dehydrated foods), Kenu Products and Kelite Products Inc., (industrial cleanser).

He married Dorothy Elton Cutting of Oquitoa, Sonora, Mexico, in April 1940 and they make their home in Los Angeles. With a day's work done, Dunc expends his surplus energies in outdoor activity such as hiking and gardening.

IN PENNSYLVANIA THE

TRI-PENN MARKET

WGAL LANCASTER

WKBO HARRISBURG

WORK YORK

produces sales for you

● The Tri-Penn primary area is a rich region in the heart of Pennsylvania—which is not covered by any other station.

Write main office—8 West King St., Lancaster, Penna., or

Sales Representatives RAYMER

NBC MUTUAL

The Latest Boston Hooper survey proves that WORL is BOSTON'S BEST DOLLAR BUY* with RATINGS SECOND in BOSTON

for example — * SEE RATE CARD

LOCAL TIME	STATION A	WORL	STATION C	STATION D	STATION E	STATION F	STATION G
1:15 P.M.	5.8	2.2	2.1	1.8	1.4	0.7	0.3
3:45 P.M.	4.8	3.4	1.4	1.4	1.4	0.9	0.1
4:30 P.M.	5.2	2.8	1.8	1.1	1.1	1.1	0.3

2ND IN BOSTON

WORL

THIS LITTLE BUDGET WENT TO THE "920 CLUB"

"Mr. Blunk says he's walking on air! But I can't do it!"

● If you'd let F&P help you as much as we help a lot of other agency-men and advertisers, Thistlewaite—maybe you *would* walk on air!

Shouldering other men's troubles just naturally happens to be part of our line of work. The myriad details that accompany spot broadcasting aren't exactly duck soup—even for us, after nearly thirteen years in this business. But naturally they're a lot easier for us than for almost anybody else. So how about letting us lighten *your* weary burden, Sir?

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WJEF-WKZO	GRAND RAPIDS-KALAMAZOO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
IOWA	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
SOUTHEAST	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
SOUTHWEST	
KOB	ALBUQUERQUE
KEEW	BROWNSVILLE
KRIS	CORPUS CHRISTI
KXYZ	HOUSTON
KOMA	OKLAHOMA CITY
KTUL	TULSA
PACIFIC COAST	
KOIN	PORTLAND
KIRO	SEATTLE

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 **NEW YORK:** *444 Madison Ave.* Plaza 5-4130 **SAN FRANCISCO:** *111 Sutter* Sutter 4353 **HOLLYWOOD:** *6331 Hollywood* Hollywood 2151 **ATLANTA:** *322 Palmer Bldg* Main 5667

BROADCASTING and BROADCAST ADVERTISING

VOL. 28, No. 18 WASHINGTON, D. C., APRIL 23, 1945 $5.00 A YEAR—15c A COPY

Wider Recognition of Radio Under Truman

Reinsch Now Air Advisor; Ross Press Chief

By SOL TAISHOFF

CATCHING ITS breath after the busiest 10-day siege of spot news handling it ever encountered, radio last week found itself more firmly ensconced on the Washington scene, news-wise and legislatively, than at any time in its meteoric history.

Carrying on in the vein of his renowned predecessor, President Harry S. Truman twice turned to radio to give swift voice to his war and peace policies. Then he pulled the surprise that had Washington newspaperdom gasping—naming a broadcaster, J. Leonard Reinsch, as his top news secretary. But before the dizzy week was out, Charles G. Ross, veteran Washington correspondent for the *St. Louis Post-Dispatch*, which operates KSD, was named press secretary effective May 15, with Mr. Reinsch to be on call as radio advisor to the President.

Other Presidential coverage will be found on pages 16, 66, 68, 70, 72, 76, 78.

At a special news conference called suddenly Friday, President Truman announced the Ross appointment. He related he had received a request from Gov. James M. Cox making a special appeal that Mr. Reinsch be allowed to return to his duties as managing director of the Cox stations because of the "tremendous tasks ahead of radio" in television and FM. The President said Mr. Reinsch would be on call for specific radio duties, just as Justice James F. Byrnes is on call as an advisor. Thus, in a swift turn-about, Mr. Reinsch's status was changed from that of successor to Stephen T. Early on all White House news handling to special radio advisor to the President.

Newsmen Startled

When the President, at his first conference, had announced Mr. Reinsch's appointment as secretary in charge of press and radio affairs, Washington's news fraternity was in an uproar. The top men were obviously resentful of the appointment of a broadcaster to the overall secretaryship and had used every known political device, and some newly invented, to frustrate it.

Gov. Cox had talked with the President about the Reinsch appointment and originally had agreed to release him for the overall duties. Then the heat was put on from high places both inside Government and by Washington's austere Gridiron Club, made up of bureau heads.

J. LEONARD REINSCH, who served from Tuesday to Friday last week as radio and press secretary to President Truman, but became radio advisor on call because of press opposition to naming of a broadcaster. He continues as managing director of Cox stations WSB Atlanta, WIOD Miami and WHIO Dayton, but will serve, as Justice James Byrnes will, when needed by the President.

[Editor's note: Editorial on page 44 titled "Radio President II" went to press Thursday night—when Mr. Reinsch was press and radio secretary and before the fast-moving events Friday. See Friday editorial on this page.]

Cox Asks Release

Mr. Ross, who will assume his office after he reports the United Nations conference in San Francisco, is one of Washington's best known and most highly placed newsmen. The 59-year-old correspondent is a boyhood friend of the President, they having attended high school together in Missouri. Mr. Ross conferred with the President Friday morning and agreed to accept the assignment on May 15, following which the President called the special news conference. Jonathan Daniels, Mr. Early's successor in the press post, has agreed to stay on until Mr. Ross can take over.

Here's what Gov. Cox wired the President Thursday night:

> Some time ago you made an appeal to me which I think I responded to at the moment in good spirit. Now I am going to make an appeal to you. Please let us have

(Continued on page 76)

Hail—The Washington Press(ure) Corps! . . . *An Editorial*

LITTLE MORE than a week ago, President Truman said in his first news conference that Leonard Reinsch, a broadcaster, would assist him in radio and press matters.

The press corps of Washington did not know Leonard Reinsch—any more than broadcasters knew Steve Early 12 years ago.

Nevertheless newspapers throughout the nation announced that Mr. Reinsch was the successor to Steve Early. This was not technically the fact, although it was ostensibly the fact. Mr. Reinsch moved into Mr. Early's office.

Mr. Reinsch conducted daily news conferences.

He arranged news conferences for the President.

He released official White House announcements.

He performed the duties of press and radio secretary. He did not occupy the vacancy, because the vacancy could not exist until the reorganization was completed.

Until last Friday, Mr. Reinsch was, then, to all intents and purposes, press and radio secretary. His hold on the job was tenuous, because some of the hoary-headed among the Washington press corps, recovering from the shock of discovering Mr. Reinsch in Mr. Early's office, did not want a radio man in that job.

Among these were some of the bylines you have seen frequently out of Washington, appearing over stories exhorting against "political pressures", against arbitrary Government actions. These were men who, so frequently, had held high the shining escutcheon of truth and fairness; these were those noblest of all men, the protectors of honesty and good will.

"The protectors of honesty and good will . . ." Say that again! Offmike—against a background of soft music, in a hushed voice.

These great protagonists of the commonweal "got" Leonard Reinsch. They set out to do so, using all the invidious tactics they had condemned in others, and they did it. They turned pressure on the Democratic National Committee. They turned pressure on the White House.

Through their insistence, they moved Mr. Reinsch out of the secretariat to which he was entitled and to which he had been assigned.

Actually, the double-shuffle of Mr. Reinsch, whose capabilities are undeniable, is secondary. He himself accepted the announcement with equanimity. Mr. Reinsch is a self-sufficient man in or out of the White House. The affront to the broadcasting industry is not to be taken so lightly, however.

This backstage scenery-shifting was undertaken, for the most part, by elder stagehands. The working press, meeting with Mr. Reinsch, seemed to find him affable and helpful. They held the sword, but did not turn the blade against him.

Most of those who trotted faithfully on their appointed rounds were newspapermen more recently turned public-office-holders. Perhaps they were abetted by some among the press who find it necessary to be beholden to certain key officials.

So, all right. Forty-six million Americans *heard* President Truman speak last Tuesday night. They'll hear him many times again. Check your local newspaper for time of broadcast.

Bond Series Slated By Stock Exchange

Discs Made Available to Some 550 Member Firms

THE NEW YORK Stock Exchange and its member firms will sponsor a transcribed series boosting the Seventh War Loan Drive, probably the first such private concern to take the initiative in building and distributing nationally a local program tying in with the Treasury Bond campaigns. Treasury Dept., which has originated a number of shows for broadcast locally as sustainers or under sponsorship, has had nothing to do with the stock exchange series, beyond giving formal approval, it was said.

Bond Benefits

Titled *It Happened in 1955*, a quarter-hour, 13-week series, the program illustrates how maturing War Bonds will enable families to buy a new house, auto or washing machine in ten years. Personal buying plans for 1955 are told through family skits or individual discussions; postwar advances in various industries are outlined by guest speakers, including Maj. Alexander de Seversky on air travel, and Randolph Burgess, president of the American Bankers Assn., on opportunities for small business.

New York Stock Exchange starts the series on WOR New York April 24, and was beginning to receive last week from its 550 member firms throughout the country, answers to a letter offering them the series for local placement. Several had already requested the series, and by the end of the week a number of definite acceptances were expected. Financial arrangement was not disclosed but was understood to provide for sharing of production costs on a cooperative basis, with individual members buying time locally. Series is produced by Trans-American Broadcasting & Television Co., New York. Agency is the New York office of Gardner Adv.

Pan-Am Broadcasts

STARTING May 6, Pan-American Petroleum Corp., New Orleans, will sponsor Edward R. Murrow's Sunday 1:45-2 p.m. broadcasts on nine southern stations of CBS. Stations to be used are: WAPI WREC WCOC WLAC WCOV WWL KWKH WDOD WNOX. Contract, handled by the Fitzgerald Advertising Agency of New Orleans, is for 15 weeks.

Brown Cooperative

MUTUAL is now offering Cecil Brown's commentaries for sale on a local cooperative basis on over 160 stations Monday, Wednesday and Friday, 8-8:15 p.m. Bayuk Cigars Inc., Philadelphia, sponsors the program on 93 other MBS stations.

DOUGHBOYS MISS COMMERCIALS

Hospital Ship Program With Advertising

'Real Music' to G.I.'s, Nurse Is Told

COMMERCIALS are so much part of America that doughboys overseas complain when they are omitted, Red Cross workers have discovered.

Tired of hearing patients "beef" Eleanor Merriman, Red Cross worker on the U. S. Army Hospital Ship Blanche F. Sigman, worked out a "commercially sponsored" broadcast which went over with a bang. Clients were Lt. Spencer and Sgt. Gemski, in charge of the ship's laundry. The broadcast advertised "Spencer Gemski Inc."

After the theme song there was a spot plug for the "company". An Irish tenor sang "Mother Machree" and the ship's band played. A middle-commercial was inserted between an accordian selection and native songs of two Spanish-Americans. That, the sick and wounded G.I.'s said, was the real music to them.

Another Red Cross worker, recently returned from service in an evacuation hospital near the front, said, "Ads interest the wounded as much as the feature lead." She pointed out that the dehydrated magazines, like the food, aren't the same because the ads are missing.

Criticism of Radio Advertising Based On Misunderstanding, Dawson Declares

MUCH criticism of radio advertising is based on misunderstanding, according to Joe M. Dawson, chairman of the executive committee of Geyer, Cornell & Newell, New York, and president of the Advertising Federation of America.

Speaking April 16 before the Scarsdale Women's Club, Mr. Dawson praised advertising as a "force to create new demands, new opportunities and new progress." He cited the past achievements of U. S. advertising in raising the nation's living standard to the highest in the world and prophesied that "the power of advertising . . . will turn the wheel to create employment and assure a lasting postwar prosperity".

Discussing radio programming on the basis of advertising, Mr. Dawson said:

> You may be one of those who condemn the daily "soap operas" that are broadcast during the day. While some of them may deserve this criticism, I believe many of us judge this radio advertising on our own terms, and forget the mass markets that these programs are designed to reach. There are tens of thousands of women from coast-to-coast who must spend all or most of the day washing, ironing, cooking, cleaning and sewing. For many of these women the "soap operas" are the only means they have to escape the drudgery of their daily routine—they live the glamour, drama, comedy and tragedy of these plays—and their lives are made more interesting and satisfying.
>
> These programs are designed largely to sell such things as soap, soap powders, packaged foods and hundreds of frequent purchase items that sell in vast quantities to millions of homes. So remember that the millions who do like them buy a great deal more of these products than do those in your social strata.
>
> And, too, remember that the advertisers who spend millions of dollars for these programs are hard-headed, tight-fisted business men who know very definitely the why and wherefore of what they are doing. It pays or they wouldn't do it.

Drawn for BROADCASTING by Sid Hix

"My Deahs, Slugger Martin—and He's So Cute—Just Hit the Duckiest Fly Into the Nile Green Meadow!"

WHDH Seeks Contracts For New York Pickups

WHDH Boston, an independent outlet after June 15, termination date for its affiliation with Blue-ABC, is lining up pickups by direct wire from New York independent stations. There is a possibility tie-ins may be attempted with stations in other markets.

Immediate plan is to sell advertisers with distribution in Boston as well as in New York on sponsoring same programs on both stations to cover two areas without duplicate talent costs. Advantages to the station of strengthening programming, to offset lack of network affiliation is believed a factor.

Second of two advertisers already signed, the Summerfield Furniture Store Co., Boston, on April 16 started Bob Howard, WHN pianist-singer on WHN and WHDH Monday through Friday 6:45-7 p.m. Parker Watch Co., New York, sponsor of Johannes Steel on WHN Monday through Friday, last February added sponsorship of steel on the Boston station through Sterling Adv., New York.

BLUE SERIES USING SPONSOR PER WEEK

FIRST five sponsors for *We Live Again*, a specially-produced half-hour Blue-ABC series to be heard on Wednesday nights, 9-9:30 p.m. EWT, will be International Business Machines Corp., Continental Can Co., Socony-Vacuum Oil Co., Greyhound Bus Lines, and Arma Corp., a Brooklyn firm producing scientific instruments for the Navy. Each advertiser will sponsor one broadcast of the series.

Program, produced in cooperation with the Army, Navy and Red Cross, will star well-known theatrical and radio personalities, broadcasting from a different military hospital each week and presenting the readjustment problems of returned veterans. Production agency is Henry Souvaine Co., New York.

Lever on WABD

LEVER Bros., Cambridge, Mass., will start a new weekly half-hour television program on WABD—Dumont New York on Wednesday night, replacing the John Reid King show, *Thanks for Listening*. Plugging Rinso, Lifebuoy and Spry, program has a new type of audience participation format in which volunteers are invited to compete for prizes. Ruthrauff & Ryan, New York, is handling the account. Titled *I Challenge You*, program was created by Joe Cross and Ben Larson and is to be directed by Ted Huston.

OVER 900 stations will air a quarter-hour program recorded by Fibber McGee and Molly for the Cancer Institute's Campaign for funds. Show was recorded with studio audience looking on following the April 10 McGee-Molly NBC broadcast.

FCC Proposes Vast Regulatory Powers

Oral Argument to Be Heard on May 21

(Text of Order on page 26)

By BILL BAILEY

EXPANSION of rules governing financial statements, contractual agreements and personnel of all types of broadcast stations is proposed by the FCC in an order adopted last week and designed to give the Commssion closer control over broadcasting.

Oral argument is designated for 10:30 a.m. before the Commission *en banc* on May 21. Deadline for filing appearances and briefs is May 9. Should the regulations be adopted, broadcasters (AM, FM, television and international) would be required to file more complete data regarding their respective incomes, stock holdings, and general financial status.

Data on Personnel

In addition the Commission would require full information regarding all "operating personnel determining station policy (such as general manager, program director, etc.)".

Echoes of Order 118, adopted in January 1944 [BROADCASTING, Jan. 24, March 5, 1944] were heard in the order on the proposed rules, 1.301, 1.302, 1.303, 1.304. The FCC invited comment "as to whether any or all of the information required to be filed by proposed Rules 1.301-1.304 should be open for public inspection."

During oral argument March 1, 1944, on Order 118, which proposed Rule 1.5 to make public all financial records and contractual agreements, broadcasters vigorously protested, contending that such a regulation would, in effect, make radio a common carrier and would end free competition. The Commission took Order 118 "under advisement" following the protests and the proposed regulation had been all but forgotten until the new proposal was disclosed following last Tuesday's meeting.

Rules 1.361, covering financial statements of standard stations, and 43.1 on information as to ownership, operation, interests therein, contracts, etc. would be deleted by the proposed regulations. Although much of the original language of the two rules is embodied in the proposed regulations, the Commission has gone beyond its earlier powers to require information on all stockholders, either through direct or indirect holdings.

Two proposed new forms have been issued. These forms tend to provide the FCC with data covering virtually every business operation of a station, including "network service, transcription service or bulk time sales (amounting to two hours or more per day)". They would give the Commission a closer insight into program operations as well as business practices.

Whereas Rule 1.361 requires that licensees of standard stations shall file with the Commission by March 1 each year, balance sheets and income statements, proposed Rule 1.301 embraces licensees of standard, FM, television and international stations. It requires that Form 324 be used, along with "supporting schedules".

Under 1.302 (filing of contracts) licensees would be required to file with the FCC within 30 days of execution all documents, instruments, contracts or understandings (oral contracts to be reduced to writing for submission), amendments, supplements, changes and cancellations relating to "character of organization and identity of its officials". Ownership or control of licensee of the station, or of any of licensee's stock, rights or interests, the use, management or operation of licensed facilities, and agreements covering network, transcription and bulk time sales must be filed within 30 days.

Other Provisions

This section also includes: (1) Articles of partnership, association or incorporation; (2) bylaws affecting character of organization, control, number of officers or powers of its officers or directors, the classification or voting rights of any stock; (3) any document, instrument or contract relating to or affecting ownership of licensee, rights or interests, therein, its stock, or voting rights thereto; (4) any contract relating to or affecting control of general program service of the station (such as management contracts, network and transcription contracts and time sales to brokers, etc.).

The Commission seeks minute detail under Rule 1.303 on "Ownership Reports". To provide that data a new form, 323A is proposed. An annual ownership report shall be filed by March 1 as of Dec. 31 the preceding year, but a footnote to the proposed order specifies that for the year 1945 (should the rule be adopted) an annual ownership report shall be filed on or before Sept. 1, showing the required information as of June 30, 1945.

Ownership Changes

Information required in the ownership report includes: Name of individual, if individual owner; names of partners and interest of each, with this provision: "No change in partners nor in their rights may be made without prior consent of the Commission upon an application for consent to assignment of license."

In the case of a corporation or association, licensee must list capitalization, with a description of the classes of stock authorized and shares of each class issued and outstanding; name, residence, citizenship and stockholdings of officers and directors and stockholders; full information with respect to interest and identity of any person whether or not a stockholder of record, having any interest, direct or indirect, in the licensee of any of its stock; full information as to family relationship or business association between two or more officials or stockholders.

All licensees must give the name, residence, position and date of appointment of "operating personnel determining station policy". This includes general manager, program director, etc. A list of all contracts required under 1.302, showing date of execution and expiration of each also must be filed on Form 323A, as well as "any interest which the licensee may have in any other broadcast station".

A second form, 323B, is provided for interim ownership reports, which must be filed within 30 days after a change occurs, under the proposed regulation. Information shall include "without limitation" any change in capitalization or organization; any change in officers and directors or in operating personnel determining station policy. Thus, if a program director leaves a station and a new one is employed, the licensee must, within 30 days, so notify the Commission on Form 323B.

Requires Filing

The FCC would require filing of any transaction affecting ownership, direct or indirect, of licensee's stock, such as transfer of stock, issuance of new stock or disposition of treasury stock, and acquisition of licensee's stock by the issuing corporation.

In case of a change in officers, directors or stockholders of a corporation other than the licensee, such changes need not be reported

(Continued on page 74)

FCC May Defer Clear-Channel Hearing

Nationwide Survey of Available Service To Be Started

POSTPONEMENT of the clear-channel hearings, now scheduled for May 9, is expected to be announced this week by the FCC [CLOSED CIRCUIT, April 16].

At the same time it was learned that a nationwide survey to determine what sections of the country are without "proper" clear-channel service will begin shortly under the supervision of a special committee on surveys created in mid-March [BROADCASTING, March 19, 26]. The survey will be conducted in primary and secondary areas of clear-channel stations.

Decision to defer the clear-channel proceedings until probably early fall was reached, it was learned, to permit the survey committee and three special technical groups to complete their studies and report findings. Formal announcement of the postponement is expected following Tuesday's regular Commission meeting.

Two other committees—No. 1 on determination of what constitutes a satisfactory signal, and No. 3 on determination of distances to which and areas over which various signal strengths are delivered—met last Thursday at Commission headquarters. Committee 4 on surveys convened on Wednesday.

Authority of FCC

A proposal submitted by FCC General Counsel Rosel H. Hyde and Dallas W. Smythe, FCC chief economist and committee chairman, was accepted in principle, although industry members of the committee raised vigorous objections to the proposed question: "Do the listeners in these areas receive a program service particularly suited to their needs?" It was generally agreed that the Commission, under the Communications Act, would go beyond its authority by inquiring so closely into programs.

A compromise question was agreed to, following considerable discussion. The question now reads: "What programs do you want that you can't hear now?" Despite heated debate, reports were that the meeting was constructive, with industry and Government ironing out their differences.

Original FCC proposals to confine the survey to homes outside primary areas brought objection from Louis G. Caldwell, general counsel for the Clear Channel Broadcasting Service. He called for a fair and unbiased survey of listeners both inside and outside of primary areas. The committee agreed to his suggestion.

Under plans tentatively adopted, 500,000 postcards will be sent out—half of them to listeners in primary areas and the other half to listeners outside of primary service areas of clear-channel stations. In addition to the mail ballots, enumerators will make 10,000 personal interviews.

Questions tentatively agreed upon for the postcard survey are these:

(Continued on page 74)

Presidential Coverage Wins High Praise

Cancellations Said To Approach 3 Million

CANCELLATION of commercials, rebates on talent and incidental expenses of the American broadcasting industry in covering the death and last rites of the late Franklin D. Roosevelt—an assignment which won high praise from the press and Government leaders—is estimated to have cost between 2½ and 3 million dollars.

Of this amount, half was believed to have been borne by the networks; the other half by outlets throughout the nation.

Floods of reports pouring into BROADCASTING'S newsroom during the past week indicated that nearly every station in the nation, as well as the networks, at one time or another in the period between President Roosevelt's death and final rites at Hyde Park, revised all commercial schedules.

General Trend

Although exact figures summarizing cancellations on individual outlets were not available, the following network reports would indicate the general trend throughout the nation. NBC cancelled 78 commercial programs and broadcast 18 commercials with sponsor identification only during the mourning period. CBS cancelled 51 commercial programs and put on 30 sponsor identification only. MBS cancelled 18 and put on 24 with sponsor identification only. Blue-ABC cancelled 63 programs and broadcast 20 with sponsor identification only. All networks went non-commercial shortly after the Thursday flash (5:49 p.m.) that the President had succumbed. Normal schedules were resumed by all networks Monday morning April 16.

Ratings on speeches made by President Truman, meanwhile, were being compared to audience reactions to the popular speeches made by the late Mr. Roosevelt. Mr. Roosevelt's high mark was a 65.7 Hooper rating on the declaration of war Dec. 8, 1941. Other Roosevelt audience ratings in major addresses were: 1939 message to Congress, 16.3; 1940 message to Congress, 16.1; address before the joint session of Congress May 1940, 22.8.

Friday morning listening on April 13, as checked by Hooper, showed sets-in-use figures of 20.8% between 8 and 10 a.m. and 22.8 between 10 and noon, with an average of 22.0 for the 8-12 period. Sets-in-use on Friday morning in March 1945 had been 15.7% between 8 and 10 a.m., 16.8 between 10 and noon, 16.3 average for the morning.

Rise in listening on the evening of April 12 might be compared to that of Dec. 7, 1941, Pearl Harbor day, when the Hooper organization reported the following sets-in-use figures: 41.4% 6-6:30 p.m., 43.7 6:30-7 p.m., 48.0 7-7:30 p.m., 48.8 7:30-8 p.m., 50.1 8-8:30 p.m. These figures are more than 50% higher than those for listening on a comparable evening in November 1941.

Cooperative Analysis of Broadcasting gave President Truman's address to Congress a rating of 34.6, highest daytime CAB rating since the inception of the 81-city sample in April 1944. The new President had 100% of all listeners checked, the CAB reported.

President Truman's address before the joint session of Congress Monday, April 16 attained a rating of 3.2. His rating for the speech Tuesday night, conveyed to fighting fronts all over the world, was 53.6, having an estimated audience of 42 million. This latter speech was given greater distribution by the Armed Forces Radio Service and the Signal Corps Army Communications than any single broadcast made during the course of the war.

The broadcast was sent live from 32 shortwave stations in the United States and rebroadcast by 400 transmitters in the theaters. President Truman's voice was heard in London, Paris, Manila, Hawaii, Alaska, Finshaffen, Milne Bay, Admiralty Islands, Oro Bay, Hollandia, Biak, Lae, New Georgia, Leyte, Morotai, Cebu, the Philippines, Whittier, Whitehouse, Fairbanks, Edmonton, and in other theaters throughout the world.

The Voice of America, OWI operated, cancelled all foreign language broadcasts out of San Francisco and devoted its full facilities on all waves to carrying the President's speech. It was the transmitters operated by the OWI which were taken over by the AFRS to make worldwide coverage possible.

Ben Tolls On

AT approximately 11:58 p.m., British time, the news of the President's death reached England. Armed Forces Radio Stations managed to get the flash on a regularly scheduled midnight sign-off newscast. BBC, too, has a midnight newscast, but always that "goodnight" news is heralded by the pealing of Big Ben; 45 seconds of full-bodied chimes. Hence while AFRS was crackling across the lines, the BBC newscaster sweated and strained and chafed as the dulcet harmonies of the sweet-toned bell atop Parliament tolled on as it has for centuries, oblivious to news and scoops.

The performance of radio in covering the death of and final rites for President Roosevelt won wide comment in the press and in Congress. The *Washington Evening Star* praised the medium in an editorial which is reprinted in this issue. Other typical comments by the press were found in the *St. Louis Post Dispatch*, which but recently concluded a campaign of criticism against network commercial practice in relation to news broadcasts. Said the *St. Louis Post Dispatch*, in part, "Radio deserves a vote of thanks from the American public for its superb coverage of President Roosevelt's death and funeral. Not only was the news presentation a model of its kind, but a high level of good taste predominated through the three full days and one evening over which this tragic subject monopolized the air". A letter to the editor reprinted in the *New York Times*, written by Charlotte Degen, noted: "Radio set the keynote for a reverent public to express its devotion". The *Sheboygan Press*, Sheboygan, Wis.: "Radio throughout the country established a new high in service to the nation". In the *Auburn Citizen-Advertiser*, Auburn, Ill., "Radio, the miracle of this era, won new distinction and established a new high in public service during the past few days".

Senate Commends

The Senate adopted a resolution introduced by Sen. Hatch (D-N. M.) stating that, "Sincere congratulations are due the radio industry of the United States for the manner in which it reported the period of national mourning". The Senate expressed its commendation and gratitude to American broadcasters. Rep. Monroney (D-Okla.) in an Extension of Remarks, read into the Congressional Record a commendation of the industry. It said in part: "All this was done at a great financial sacrifice, as almost all stations killed all commercialization of their programs to more appropriately observe the occasion. . . . If any occasion were needed to demonstrate that the radio had come of age, this certainly marked the occasion".

Rep. Emanuel Celler (D-N. Y.), in an Extension of Remarks, said of radio broadcasters: "Their dignity and seriousness of the programs were in keeping with the solemnity of the occasion. They de-

(*Continued on page 66*)

Final Rites Mark Pinnacle for Radio

Commentators Report With Simplicity And Dignity

By JACK LEVY

REACHING the pinnacle of its memorable coverage of the death of President Roosevelt, radio distinguished itself in its handling of the final and most solemn event of the three-day observance period set aside for its grief-torn audience—the burial of Franklin Delano Roosevelt at Hyde Park on Sunday, April 15, 1945.

Although not permitted to broadcast from the scene itself, the four network commentators who attended the services lost no time in getting to microphones set up at places near the Roosevelt estate to bring listeners a vivid and, in some cases, heart-rending description of what each agreed was his most dramatic experience in radio.

Reflecting their own deep feelings at the passing of a leader they had admired and loved through long and intimate contact as they had followed him in his travels throughout the nation, the commentators reported the services with dignity and simplicity. Fresh from the roll of the muffled drums and the sad strains of Massenet's "Elegy", they were audibly affected as they recited to their audiences the prayers which had been given for the departed President. As Tris Coffin, who described the event for CBS, said: "You were thinking of your audience rather than technical perfection. You're only thought was to share the experience with the listeners."

Repeats Requested

Baukhage, whose description on the Blue brought so many requests that the network repeated the program three times within a few hours, gave what many radio men considered his finest performance in 12 years of broadcasting. Recalling his broadcast from Hyde Park four years previously when the President's mother died, he described the ceremony he had just witnessed as "part of the great panoply of sacrifice that men since time began have made, giving their life to preserve an ideal which lived on because they were willing to exchange their own lives for it".

Then he proceeded to read from his notes, bringing to his listeners the order of the services: "the roar of bombers overhead . . . the salute of guns . . . the low tap of muffled drums . . . the slow rhythm of the Death March . . . the caisson . . . the whitehaired minister . . . the coffin with the pallbearers . . . the wife and the daughter and the son . . . President Truman . . . the prayer and the poem, 'Father in Thy

(*Continued on page 72*)

ANOTHER REASON WHY
IOWA PREFERS WHO

WHO makes plowing fun!

Have *you* ever plowed a field? If so, you know it's hard work!

But when a man looks back on clean, uniform furrows—when he has followed land conformation, covered all stubble, opened and closed the rows with professional artistry—he knows he's done a job to command respect.

Iowa farmers take pride in their skill. That's why Station WHO's live-wire Farm Editor Herb Plambeck inaugurated the Corn Belt Plowing Match.

It's a popular "get-together" in Iowa. Before gasoline rationing the attendance reached nearly 23,000, drawn from all over Iowa Plus!

Such outside-the-studio events are regular WHO features. WHO believes not only in *reporting* farm news, but in *making* it. We enhance farmers' interest in our programs by proving that WHO understands their problems and admires their accomplishments. The result is that Iowa farmers prefer WHO—and the Iowa Radio Audience Survey proves it!

Yes, WHO has many ways of making friends. We've got more than two-and-a-half million of them in Iowa alone! That's almost the population of the State. They can be *your* friends, too. Interested?

WHO *for* Iowa PLUS

Des Moines . . . 50,000 Watts

B. J. Palmer, *President* J. O. Maland, *Manager*

FREE & PETERS, Inc., *National Representatives*

First Multiple-Relay Video Network Dedicated by Philco

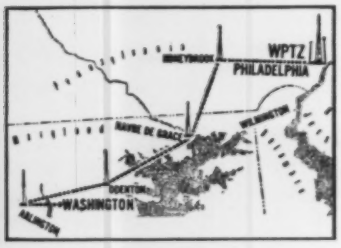
Porter Heralds Washington-Philadelphia Link As Forerunner of Nationwide Television

HERALDED as the forerunner of nationwide television relay networks, the Philco Corp., Philadelphia, dedicated its multi-relay network, first in the world, between Washington and Philadelphia last Tuesday night.

FCC Chairman Paul A. Porter, Dr. Karl Taylor Compton, president of Massachusetts Institute of Technology, and John Ballantyne, president of Philco, all participating in the initial telecast from the Statler Hotel in Washington, predicted that nationwide television would be made available through relay networks.

Two-Way Operation

F. J. Bingley, chief of Philco's television division, explained to members and staff of the FCC and newsmen and women, who were Philco guests at a buffet supper and the dedication, that two-way



Philco's Relay Network

operation between Washington and Philadelphia is planned, although at the moment Philco operates only WPTZ in Philadelphia, with no station in Washington.

Chairman Porter, whose image and address were transmitted through six transmitters before reaching Philadelphia's television receivers, referred to the multiple-relay network as "a historic milestone in our progress towards a nationwide system of television". He lauded radio as a power in a democracy and declared that "radio history was made" when the late President Roosevelt addressed the nation in his first inaugural address in 1933.

"How often, since then, in times of great emergency, have we turned almost instinctively to our radio to listen to that beloved voice, to have our inspiration renewed, our conviction fortified," he said. "As the President came to grips with his tasks, he continued to talk directly and frankly to the people. Radio became established as the most potent force in revivifying our democracy. . . . Now we look forward to a great new force in our democracy—television."

Mr. Porter declared the creation of networks "is the heart of the problem of how to expand television into a nationwide service." He congratulated Philco on its pioneering in the multiple-relay network field and said: "This demonstration is a harbinger of exciting things to come." He predicted that "television will grow into a giant capable of serving us in many ways which we do not now even comprehend".

Dr. Compton spoke of "remarkable developments of new electronic and radio devices" during the war, of "how much our whole war effort owes to television research". He declared that the new multiple-relay network "points toward the rapid spread of television broadcasting after the war", predicting that the industry will grow "just as fast as its networks can expand".

He visioned television as an aid to education, both for students and adults. He pictured a session of Congress or a town meeting being telecast and said that with peace the real age of television can be expected to begin. "Tonight," he concluded, "we stand on the threshhold of that age, and Philco television engineers have contributed greatly to its progress."

Mr. Ballantyne said that while television has not progressed commercially as it would have in peace, technically in the laboratories "great strides have been made in those phases of electronics on which all television progress is based".

"When peace comes, we can expect television to become a major factor in our lives, far more important in entertainment, education and service to the public than even radio has been in the past," he asserted. "To take advantage of the new research and productive facilities which will be available for electronic developments in the United States after victory, we shall need a strong, progressive television industry as well as a major radio industry."

Opportunities for Veterans

Mr. Ballantyne foresaw in television "special opportunities for thousands of our returning veterans who have trained in the radar and micro-wave electronics fields".

Mary Gay of *Newsweek* was televised as she talked long-distance to Larry E. Gubb, chairman of the Philco board, who was listening to and watching the program at his home in Philadelphia. Mr. Gubb reported excellent reception.

Relay stations, each with 40 w power and 100-foot, 24-element antennas, are located at Arlington, Va., Odenton, Md., Havre de Grace, Md., and Honeybrook, Pa., a total distance of 152 miles. Channels 12-mc wide are used for each station, alternating on television channels 11-12 and 13-14. A double side-band system, with a 4-mc modulation, is used.

DuMont Video

ALLEN B. DUMONT Laboratories will be the next television receiver manufacturer to display its large-screen postwar models. On Thursday in New York DuMont will show to the press two types of receivers —a direct viewing set with a 20-inch flat face tube and a projection unit providing a picture three by four feet. General Electric Co. had announced for yesterday [April 22] the first public showing of its projection receiver, with a picture 18 by 24 inches, slightly larger than that given by the RCA set recently demonstrated, but postponed the showing because of "conflicting events".

Maj. Bowes Quits Broadcast Series

MAJ. EDWARD BOWES, one of radio's best-known personalities and the man who skyrocketed amateur shows into the bigtime of the airwaves, will retire Thursday from active participation in radio, but will continue as radio consultant for the Chrysler Corp., Highland Park, Mich., sponsor of his Thursday night CBS show since 1936.

Maj. Bowes

Reason for the major's retirement was said to be his need of a rest since he had been working steadily until last December, since his entrance into radio in 1925. Since start of his *Amateur Hour* in 1934, he has never taken the customary summer vacation. The program has been put on for the entertainment of servicemen in 146 camps throughout the nation during the past three years and Major Bowes himself has appeared at more than 100 military posts.

Ryan in Omaha

WHEN the NAB Board of Directors meets in Omaha, May 16-17, President J. Harold Ryan will address a meeting of combined service clubs, sponsored by the Kiwanis Club of Omaha, in observance of Kiwanis International Radio Week. Lew Avery, NAB Director of Broadcast Advertising, likely will speak May 14 at a Kiwanis meeting in Tulsa. Mr. Avery will attend a meeting of the NAB Sales Managers Executive Committee in San Antonio May 8-10.

Sir Ambrose Fleming

SIR AMBROSE FLEMING, 95, famous electrical physicist, engineer and inventor, died Thursday at Sidmouth in Devon, England. Designer of the wireless signal apparatus of the Marconi station in Cornwall which transmitted the first transatlantic message in 1901, he was also the inventor of the "Fleming valve", forerunner of the present-day vacuum tubes and of many other advances in radio field.

Hamilton Named Dellar Successor

New KXOA Is Slated to Open In Sacramento May 13

WITH THE resignation effective May 1 of Lincoln Dellar as vice-president and general manager of Associated Broadcasters Inc. to operate his own station, KXOA Sacramento, Wesley I. Dumm, president, last week announced the appointment of Ray V. Hamilton as his successor effective at the same time. Mr. Hamilton is now regional director of the Office of

Mr. Hamilton

Mr. Dellar

Inter-American Affairs and its shortwave "United Network," headquartering in San Francisco, and formerly was with the Blue Network and the *St. Louis Star-Times* radio properties.

Mr. Dellar announced that the new KXOA planned to begin operation in Sacramento May 13 as a basic MBS-Don Lee outlet. He said he would devote his full time to management of the station, which will operate on 1490 kc with 250 w fulltime.

Mr. Dellar joined Mr. Dumm's organization to operate KSFO San Francisco in 1940, later taking over its shortwave operations. He had been general manager of WBT Charlotte for five years and prior to that was with CBS in station relations in New York and in Radio Sales. He went to CBS from KGB San Diego, where he was manager.

A veteran of radio, Mr. Hamilton for seven years had been manager of the radio properties of the *Star-Times*, including KXOK St. Louis and KFRU Columbia.

WOV Files Brief

ALLEGING the FCC proposed denial of the transfer of control of WOV New York from Arde Bulova and Maj. Harry D. Henshel to Murray and Meyer Mester [BROADCASTING, April 2] violates the U. S. Constitution, Philip J. Hennessey Jr., of Segal, Smith & Hennessey, counsel for the Mester brothers, last week filed 29 exceptions to the proposed findings and conclusions and requested oral argument.

Candy Spots

UNIVERSAL MATCH Co., St. Louis (Old Nick Candy Bar), starts sponsorship of a series of spot announcements April 23 for 52 weeks through Schwimmer & Scott, Chicago, on WBZ WBZA WNAC WEEI WELI WHTD WJAR.

Made to order

There's another kind of made to order . . . it's in Baltimore radio.

If ever there was a perfect pattern for covering a town that's big enough to be the 6th largest city . . . it's the W-I-T-H coverage.

For it's a fact that W-I-T-H, the successful independent, delivers more listeners-per-dollar spent than any of the four other stations in town.

If you're thinking now about the old-time "buyer" market that's on its way back . . . and when the fight to re-establish brands and markets really gets started . . . you'll want to know more about W-I-T-H.

That's the Baltimore station that sells merchandise, and always has sold goods, in this highly competitive market.

W·I·T·H

Baltimore, Md.

Tom Tinsley, *President* · *Represented Nationally by* Headley-Reed

Difficulties in Combining FM, Video

Porter Discusses Possibilities Of Mosby Plan

COMBINING of FM and television frequencies to permit the broadcaster to transmit aural programs alone during those portions of the day when no video signal is transmitted is not likely, but the use of the television *sound* transmitter for both FM and video sound track is a possibility, if technically feasible, in the judgment of FCC Chairman Paul A. Porter.

Responding to Art Mosby, general manager of KGVO Missoula, Mont., who felt that television and FM might be doubled up on the same frequencies as an all-around measure of economy, Mr. Porter in his reply April 2 pointed to difficulties both in allocation and receiver production. It seems very likely, however, he said, that the majority of television receiver owners also will have FM receivers either in the television unit or in a separate set.

Flexible

"This should permit rather flexible programming arrangements to be worked out by broadcasters interested in both the television and FM fields, particularly in such areas as your own," Mr. Porter wrote. "For example, perhaps the television sound transmitter could be adapted and licensed for use in both services."

[EDITOR'S NOTE: In past seminars and observations on dual operation, engineers have pointed to the impracticability of using a single transmitter on two separate frequency ranges because of differences in antenna crystal and other requirements. Moreover, the FM sound track uses only a 200 kc band, whereas television uses a 6,000 kc band.]

Mr. Mosby had written Mr. Porter on March 13 that it seemed television would be transmitted no more than two to six hours per day, depending upon cost and size of community. He asked why the allotted frequencies of FM and television could not be combined to permit the licensee to broadcast audio FM on his television frequency, thus permitting "full 24-hour use of each frequency if the need required it". He felt this would permit speedier development of both FM and television "because the new receivers will be of dual purpose, thus easier to sell to the public".

Present broadcast applicants could furnish FM immediately upon availability of the equipment, with television programs added as economics permitted, Mr. Mosby contended. He said he felt that television would replace audio eventually "as surely as talkies replaced the silents," and he expressed support of the CBS plan of higher frequencies for television.

Mr. Porter's reply to Mr. Mosby follows in full text:

The combination of the two services appears to involve considerable difficulty, particularly with respect to receiver costs, frequency space, and broadcast coverage requirements. It is, of course, considerably more expensive to build receivers covering the wide range of frequencies which would be required, and this would apply to all receivers whether or not they would provide for video reception. The number of 6 megacycle broadcast channels available between approximately 40 and 225 megacycles for a combined television and FM service would be not more than sixteen if the minimum needs of other services are to be met. The disparity of television and FM coverage is also a problem, since under the present standards ten times the FM signal strength is required for television service.

Under the Commission's proposed allocation plan, 70 channels would be assigned for commercial FM broadcasting and 12 channels for commercial television. There are already more FM applications on file for the New York City region than can be accommodated in the 70 channels, and more television applications for a number of cities than can be accommodated in 12. I am mentioning this to point out the Commission's problems in finding spectrum space for the many applicants now proposing to enter these fields. To be sure, in many areas of the country there should be no difficulty in finding FM and television channels for a long time to come.

It seems very likely that the majority of television receiver owners will also have FM receivers, either in the television unit or in a separate receiver. This should permit rather flexible programming arrangements to be worked out by broadcasters interested in both the television and FM fields, particularly in such areas as your own. For example, perhaps the television sound transmitter could be adapted and licensed for use in both services.

FCC Expected To Decide FM's Place in Spectrum About May 1

ALTHOUGH the ultimate home of FM in the radio spectrum remained an enigma last week, indications pointed to moving the service to a band beginning at 84 mc, as proposed by FCC, or a compromise somewhere possibly around 60 mc, with the decision likely to be announced shortly after May 1.

As yet the Commission has reached no agreement, as it considered a maze of conflicting evidence on both technical and economic phases. On one thing the FCC is reported agreed. FM must begin in the spectrum as low as possible. Since Sporadic E is held to cause interference 1% of the time at 42 mc, .1% at 60 mc and .01% at 84 mc, it appeared likely that the FM band would begin above 60 mc.

So far engineers still are at loggerheads over F2 layer transmission. Manufacturers likewise are split over the economic effects on the public of moving FM.

While the Commission had not reached conclusions last week, efforts were being made to meet a May 1 deadline, both for the final allocations above 25 mc and a proposed report below 25 mc. The FCC already has agreed on the proposed allocations, 10-25,000 kc, and its proposal is in the hands of the Interdepartment Radio Advisory Committee. Should IRAC assent, the proposed allocations will be ready for release about May 1. If not, a delay would result while IRAC and the Commission ironed out their differences.

At any rate, indications were both reports—the final above 25 mc and proposed below 25 mc—would be released somewhere around May 4.

1895 Joseph V. Connolly 1945

JOSEPH V. CONNOLLY, 50, president of King Features Syndicate, International News Service and International News Photos, died last Wednesday at New Rochelle, N. Y., after a heart attack which he suffered as he was returning from a movie to his home in Pelham.

Mr. Connolly had been with the Hearst organization since 1920, when he was hired to do promotion for King Features Syndicate. Three years later, he became assistant manager of all Hearst syndicates and later president and general manager of King Features. In 1931, Mr. Connolly became president of INS, taking over control of INP shortly afterwards.

Besides his newspaper work, Mr. Connolly was a member of the Hearst radio committee and helped guide activities of the four Hearst stations, WBAL Baltimore, WCAE Pittsburgh; WISN Milwaukee; WINS New York.

Surviving are his widow, Mrs. Marguerite Connolly; two children,

Pittsburgh and WSIN Milwaukee. Navy, and Mary Jacqueline Connolly; a brother, Roger Connolly, managing editor of the *New Haven Register*, and a sister, Dr. Sabina Connolly.

Letter Shows Lack Of Blue NAB Posts

Johnston Urges Election of ABC Affiliate to Board

DISCOVERY that not a single district director-designate of the NAB is a Blue affiliate and that only one Blue station manager has been nominated for a director at large led Henry P. Johnston, executive vice-president of WSGN Birmingham, to bring this to the attention of all Blue affiliates in a letter last week.

Observing that this situation was probably purely accidental, Mr. Johnston nevertheless felt that a network of the status of the Blue certainly should be represented on the industry-wide trade association. Only C. T. (Swannee) Hagman, general manager of WTCN Minneapolis-St. Paul, has been nominated for a director-at-large by the board itself. In writing Blue affiliates, Mr. Johnston said he had nothing against any man running for director-at-large but urged stations to support Mr. Hagman so that there would be at least one Blue spokesman on the new board, which would take office at the next annual meeting if one is held, or by mid-1945.

NAB Advised

Mr. Johnston also called the condition to the attention of NAB President Harold Ryan. He pointed out the NAB board has nothing to do with election of district directors but that the board did have a lot to do with the nomination of directors-at-large. "I think the board erred in not nominating at least one representative of each of the four major networks in each of the three classifications [large, medium and small stations]", he said.

Analyzing an NAB bulletin he had received April 11, Mr. Johnston told Blue stations that of 16 representatives thus far elected to the next board, eight are with NBC, four with CBS, four with MBS and none with Blue. District 5 (Ala., Fla., Ga., Puerto Rico), he pointed out, has not yet elected a representative, but indications are it won't be a Blue station, because no manager has indicated a desire to serve. Of directors-at-large nominated, seven are NBC, three CBS, four Mutual, one independent and one Blue, he added.

"The board nominated these 16 men, not the stations," he said. "So it seems the Blue was almost entirely passed up."

Brewing Co. Spots

HEILEMAN BREWING Co., La-Crosse, Wis., began sponsorship in mid-April of 6 to 12 spots weekly for 13 weeks on KOTA WDAY KELO KWNO WLOL WIND WJJD WCFL WFHR KABR. Agency is L. W. Ramsey Co., Chicago.

kglo and WTAD

MASON CITY, IOWA — QUINCY, ILLINOIS

now operating as . . .

Lee STATIONS

★ A *Natural* TWO-STATION COMBINATION

GREATER SELLING POWER

. . . because each station dominates a rich TOWN-FARM market . . .

See other side

FOR REASONS . . .

Why kglo and WTAD is a Natural combination to buy . . .

BOTH stations have dominant coverage of their markets.

BOTH have approximately half rural, half urban listening audiences.

BOTH have excellent news coverage and the kind of programs their audiences want when they want them.

BOTH are CBS Affiliates.

BOTH offer complete Merchandising Service.

kglo — Mason City, Iowa

1300 K. C. — 5,000 Watts

A Lee Station

CBS

Market facts . . .

POPULATION—1,321,853, 1940 Census.

RADIO HOMES—293,080, 1944 CBS Research.

RETAIL SALES—Over $325,000,000 in 1943.

COVERAGE—57 counties in primary and secondary areas including Mason City and Charles City, Iowa, Austin and Albert Lea, Minnesota.

FARMING—More hogs were raised in this station's Primary Area than in any other whole state during 1944. These millions of hogs have sent farmers' cash incomes up to an all-time record. Farmers here are continuing to work and spend toward greater production.

INDUSTRY—Six big modern meat packing plants, hemp mills, corn processing, soybean and sugar beet factories keep industrial payrolls high.

F. C. EIGHMEY, General Manager

NATIONAL REPRESENTATIVES—Weed & Company, New York—Chicago—Detroit—San Francisco—Boston—Hollywood.

WTAD — Quincy, Illinois

930 K. C. — 1,000 Watts

A Lee Station

CBS

Market facts . . .

POPULATION—772,431, 1940 Census.

RADIO HOMES—186,060, 1944 CBS Research.

RETAIL SALES—Over $212,021,000 in 1943.
(Sales Management estimate of Retail Sales)

COVERAGE—40 counties in primary and secondary areas, including Quincy, Illinois, Hannibal, Missouri and Keokuk, Iowa.

FARMING—This is the core of the productive Illinois-Iowa-Missouri agricultural region where corn, wheat, oats, barley, rye and soybeans are grown in quantity. The WTAD market is also one of the leading hog-producing areas in the U. S.

INDUSTRY—Highly productive and stable industries include metal working plants, chemical plants, paper mills, stock feed and feeding equipment manufacturers.

WALTER J. ROTHSCHILD, General Manager

NATIONAL REPRESENTATIVES—The Katz Agency, New York—Chicago—Detroit—Kansas City—Atlanta—Dallas—San Francisco.

War Boosted Newscasts, Survey Shows

Agency Checks Time Allotted News By Networks

EFFECT of war on news programs is illustrated by a survey just completed by Duane Jones Co., radio advertising agency. In addition to programs for package goods manufacturers who are among the country's largest users of newscasts, this agency purchased all broadcasts used by the Republican National Committee in last year's Presidential campaign, amounting to approximately a million dollars for radio time in the newscast category.

With imminence of Germany's collapse and with Pacific activities growing in intensity, news programs are hitting a new high in public interest, the data reveal. Since the beginning of the war sponsors have been cashing in on radio news through national and regional networks as well as on individual stations. This has caused a tremendous upsurge in news broadcasts, according to figures released by network research departments for the survey. Where available figures begin with 1937.

Percentage of time devoted to newscasts available for NBC and Blue-ABC, show that in 1937 NBC devoted 2.8% of its total program hours to news. By 1940 the volume of newscasts had jumped to 7.2% and by 1944 it reached 20.4% of NBC's total time on the air. Blue-ABC newscasts also took 2.8% of the total time in 1937, climbing to 16.7% in 1944. Due to differences in records similar percentage figures are not available for CBS and Mutual.

The constant expansion of news programs has not been confined to networks alone. The growth of local and regional news broadcasts has also been amazing, although there is no immediate way of making an accurate survey of this field. Some of the heaviest news program purchasers specialize in local news broadcasts as an integral part of their marketing plans.

Among Duane Jones' clients using local news programs are Manhattan Soap Company, currently sponsoring 275 newscasts weekly on 80 stations. C. F. Mueller Company, macaroni products, now have local station deals with a staff of 12 top newscasters in 18 major cities east of the Mississippi, with 58 weekly newscasts. Mennen Co., a newcomer in the field, is now broadcasting news from nine stations, in addition to a large schedule of spot broadcasts. Others include Grocery Store Products Sales Co., Curtice Brothers Co., Hudson Pulp and Paper Corp., Megowen-Educator Food Co., and Pierce's Proprietaries Inc., all important radio advertisers.

Should the war in Europe end suddenly, it is likely that newscasts will continue their popularity because of the war with Japan, the survey states, and even with the end of hostilities in all theatres, news programs will probably pull well until demobilization is complete.

Total Hours Devoted to News by MBS:**

Year	*Sponsored*	*Sustaining*	*Total*
1939	122	71	193
1940	203	107	310
1941	385	455	840
1942	566	565	1131
1943	961	409	1370
1944	828	409	1237

Total Hours Devoted to News on NBC:

Year	*Sponsored*	*Sustaining*	*Total*
1937	154	125	279
1938	126	178	304
1939	133	124	257
1940	284	352	636
1941	394	589	983
1942	449	831	1280
1943	625	1016	1641
1944	847	879	1726

Total Hours Devoted to News by CBS:

Year	*Sponsored*	*Sustaining*	*Total*
1937	209	196	405
1938	122	267	389
1939	147	344	491
1940	284	485	769
1941	320	509	829
1942	679	706	1385
1943	756	698	1454
1944	637	860	1497

Total Hours Devoted to News on ABC-Blue:

Year	*Sponsored*	*Sustaining*	*Total*
1937	87	187	274
1938	72	150	222
1939	95	215	310
1940	100	581	681
1941	129	667	796
1942*	268	568	836
1943	292	617	909
1944	339	723	1062

* In 1942 Blue separated from NBC and figures for 1942, 1943 and 1944 do not include Pacific Coast newscasts, accounting for a reduction in sustaining hours from 1941 to 1942 which, if Pacific Coast newscasts had been included, would have shown an increase.

** Sustaining newscast figures are estimated on basis of projection of sample weeks' figures to annual totals. Commercial figures are an actual count. No data available for 1937 and 1938.

DUANE JONES

Joan Davis, Jack Haley Jump From 10th To Third Place on Hooper April 15 List

JOAN DAVIS and Jack Haley jump from tenth place in the "First Fifteen" network programs reported last month by C. E. Hooper Inc., to third place in the April 15 report, while Bob Burns and *Mr. and Mrs. North* appear in the list for the first time since late last fall.

Preceding the Davis-Haley show are Bob Hope, in first place, and *Fibber McGee and Molly*, second. Walter Winchell places fourth, followed by *Screen Guild Players*, Bing Crosby, *Radio Theatre*, *Mr. District Attorney*, *Abbott and Costello*, Kay Kyser, Charlie McCarthy, Eddie Cantor, *Your Hit Parade*, Hildegarde (including competed rating in East), Bob Burns, and *Mr. and Mrs. North*. (Tie).

American Melody Hour, and The Andrews Sisters, tying for fifth place, appear for the first time in the list of programs measured in terms of listeners per set. The breakdown for women, men and children, follows:

	Women	*Men*	*Children*	*Total*
Blondie	1.27	0.84	1.08	3.19
Bandwagon (Fitch)	1.50	0.94	0.64	3.08
Kate Smith	1.55	0.85	0.60	3.00
Gildersleeve	1.43	0.95	0.59	2.97
*Amer. Melody Hour	1.56	0.75	0.65	2.96
*Andrews Sisters	1.47	0.84	0.65	2.96

*Tied for 5th Place:

American *Album of Familiar Music* has the most women listeners per listening set, with 1.60; Drew Pearson, the most men listeners, with 1.12 and *Lone Ranger* the most children listeners, per set with 1.10.

Radio Theatre has the highest sponsor identification index—89.3.

General listening is less than the last report, and than last year, according to data in the latest release. Average evening audience rating of 9.1 is down 0.2 from the last report, down 0.8 from a year ago. Average evening sets-in-use is 29.1, down 0.1 from the last report, down 0.4 from a year ago. Average evening available audience is 77.6, a drop of 0.7 since the last report, and of 0.3 from last year.

Gen. Petroleum Show

GENERAL PETROLEUM Corp., Los Angeles, on May 1 starts *Hollywood Preview*, with Otto Kruger as m.c., on 13 CBS Pacific and Arizona stations, Tuesday, 7:30-8 p.m. (PWT). Series replaces NBC *Furlough Fun*, sponsored by Gilmore Oil Co. prior to its merger with General Petroleum. Half-hour show will dramatize stories rejected by motion picture studios. Film players will be guest stars. Smith & Drum, Los Angeles, has the account.

NLRB SETS HEARING ON WAYS DISPUTE

NATIONAL LABOR Relations Board last week scheduled oral arguments for May 1 on the dispute between WAYS Charlotte, N. C., and the IBEW over the station's refusal to bargain with the union as the representative of its transmitter technicians. The hearing will be held before the full Board in Washington at 10:30 a.m.

In an intermediate report Nov. 29 [BROADCASTING, Dec. 11], a trial examiner for the Board recommended that the station cease and desist from refusing to recognize the union and take affirmative actions to negotiate with it. The examiner found that the IBEW local became the exclusive representative of the transmitter employes last May 3 and that rearrangement of operations and personnel since that time resulted in loss by the union of its majority representation. He charged the union with interfering with collective bargaining and engaging in unfair labor practices.

The station admits that it made certain personnel changes at its transmitter but explains that its refusal to bargain is based on the grounds that the transmitter employes by themselves do not constitute an appropriate bargaining unit. It takes the position that it should not be required to bargain with IBEW as long as it does not represent both studio and transmitter employes and further contends that a majority of its transmitter employes are not now members of the union [BROADCASTING, Jan. 1].

U. S. Shows Lead

AMERICAN network shows continue to lead the evening time popularity on Canadian stations, according to the April national rating report for evening time issued by Elliott-Haynes Ltd., Toronto. *Radio Theatre* leads the poll for the first fifteen programs with a rating of 39.2, followed by *Fibber McGee and Molly* with 34.6, and *Charlie McCarthy, Bing Crosby Music Hall, Treasure Trail* (Canadian origination), Bob Hope, *Album of Familiar Music, Aldrich Family, Waltztime*, Frank Morgan, *Green Hornet* (Canadian origination), *Reader's Digest*, Alan Young, Jack Carson, and *John and Judy*, (Canadian origination). The first five French-language programs for April evening time were *Le Raillement du Rire* with a rating of 35.7, *Secrets du Dr. Morhanges, La Course au Tresor, Ceux qu'on Aime*, and *Nazaire et Barnabe*.

Jacques Corn Spots

JACQUES SEED CORN, Prescott, Wis., starts its spot announcement campaign for the 6th consecutive year on 26 stations, effective first week of Sept. through March. Agency is Triangle Adv., Chicago.

Only Part of War Will Be Won V-E Day, OWI Reminds Those Planning Programs

ANSWERING inquiries on V-E Day programming, the OWI has set forth first suggestions on how radio is to handle the job. The main thing must be the realization that only part of the war is won and there can be no time for relaxation of effort until Japan, too, is defeated.

No special schedule is being prepared for V-E Day. Instead of many different campaigns, a single informational theme—the job of defeating Japan—is suggested by George Ludlam, chief of the Domestic Radio Bureau, in a letter to persons concerned with scheduling.

The key to observance of V-E Day, Mr. Ludlam declared, will be the continuing war and "apparently in agreement with this thinking, sponsors, agencies, networks, and stations have asked the Radio Bureau for guidance in handling their programs on V-E Day, assuming that the fighting in Germany comes to so definitely datable an end." Some advertisers have offered to substitute government messages for commercials, he revealed, and all correspondents indicate that suggestions from the Radio Bureau may be helpful.

As a substitute for commercials or for other purposes a special "V-E Day and After" fact sheet accompanies the letter but otherwise the OWI hopes scheduled assignments will be adhered to closely, perhaps with the re-writing of messages to include pertinent copy slants on Japan.

"Additional information or specific V-E Day assistance," Mr. Ludlam reminds, "will gladly be given" by OWI field representatives or direct from Washington.

New Mutual Program

MUTUAL network will start another new program to be aired April 30, as part of the network's general revamping of its daytime schedules. A novelty participation program, *Queen for a Day*, with Dud Williamson as m.c., will be heard from 2:30 to 3 p.m. EWT five times weekly, it was announced by Phillips Carlin, vice-president in charge of programs. Produced by the Raymond R. Morgan Co., Hollywood, the new show features daily selection of a "queen" who gets to realize her secret ambition . . . anything from a visit to the Stork Club to a date with her favorite movie hero. Besides newly-scheduled programs already revealed by Mr. Carlin [BROADCASTING, April 9], the network last week announced time changes for several sustaining Mutual shows.

MISSISSIPPI VALLEY Network has established enlarged offices in New York at 8 East 41st St. Telephone is Lex. 2-6892.

Wire-Recorder, Receiver Combination Announced

MAGAZINE of the Lear Home Radio and Wire recorder combination is held by William P. Lear, president, Lear Inc., at a special preview.

A COMBINATION magnetic wire-recorder and home radio set, developed by the radio division of Lear Inc. at Grand Rapids, Mich., was given its first public demonstration April 10 before a gathering of the press at the Waldorf-Astoria Hotel in New York. Its uses in recording and playing back radio programs in home and studio, home produced entertainment, office dictation and phone conversations were outlined by William F. Lear, founder and president and illustrated by skits featuring Ole Olsen and his colleagues.

The wire recorder will be marketed by Lear after the war as part of a Lear home radio, adding about $75 to the set's cost, or as a separate unit, to be used with present sets, for the same price. Public is being surveyed on their interest in the device through a questionnaire included in a pamphlet offered in a series of national publication ads released this month through Arthur Kudner Inc.

Lear's innovation, according to the president, is the built-in recording wire, a "cartridge" or magazine which can be snapped easily into the front of the panel, and operated by a simple switch. Heretofore the operators have had to handle the wire, risking breakage.

We're Adding Two More Markets to T.-H.-S.* Affiliates

KGGM, CBS, Albuquerque, New Mexico and KVSF, CBS, Santa Fe, New Mexico, became affiliates of Taylor-Howe-Snowden Radio Sales as of April 1. These two excellent stations afford you intensive coverage of New Mexico's top markets. Let us supply you with up-to-the-minute facts and real assistance in these two important markets.

Affiliates

Texas
KFDM—Beaumont
KFYO—Lubbock
KGNC—Amarillo
KRGV—Weslaco
KTSA—San Antonio
THE LONE STAR CHAIN

Louisiana
KRMD—Shreveport

Oklahoma
KADA—Ada
KBIX—Muskogee
KCRC—Enid
KGFF—Shawnee
KOME—Tulsa
KTOK—Oklahoma City
KVSO—Ardmore
THE OKLAHOMA NETWORK

New Mexico
KGGM—Albuquerque
KVSF—Santa Fe

Sales Offices

New York, Chicago, Dallas, Hollywood, San Francisco, Portland
General Offices—Amarillo

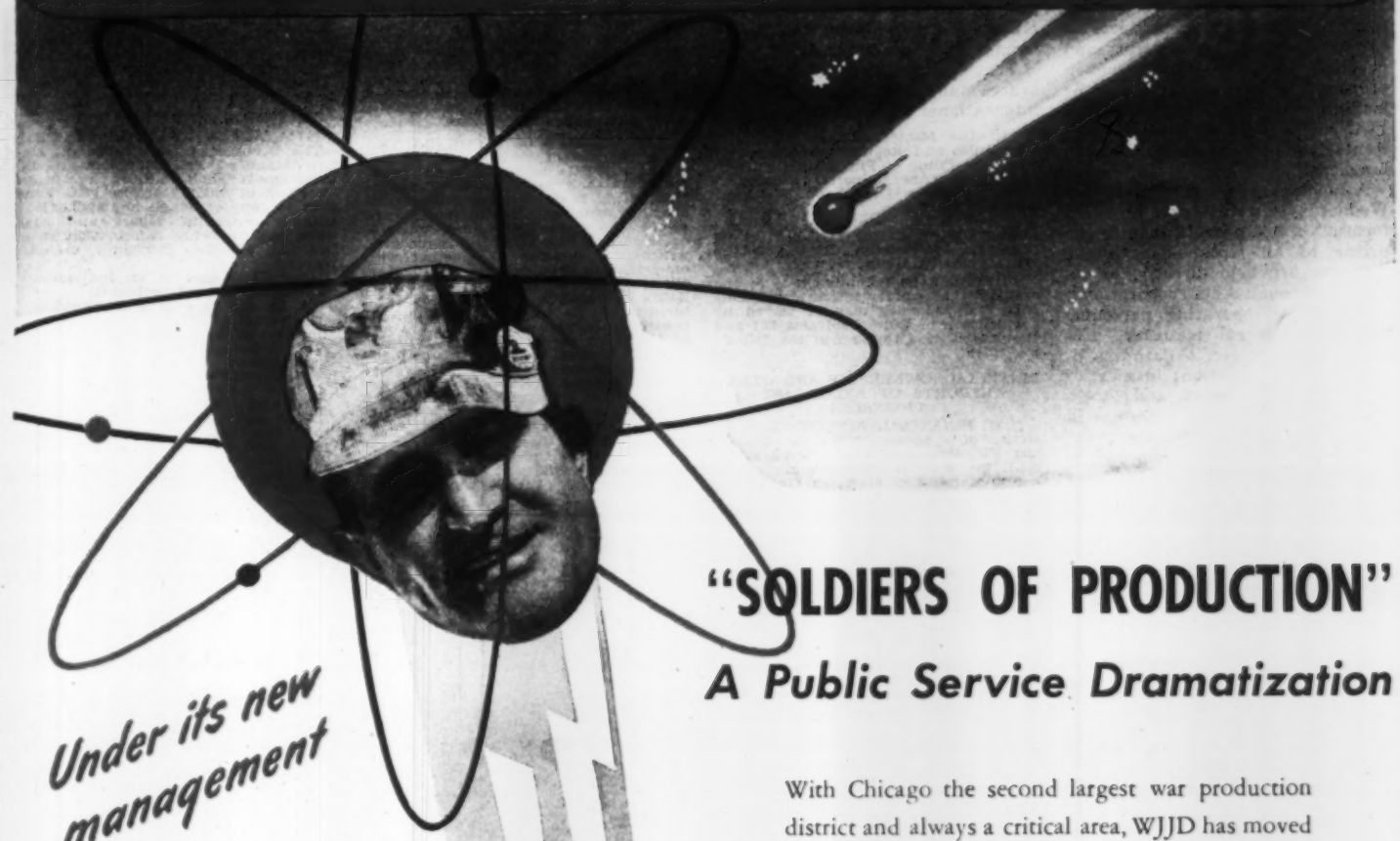
* TAYLOR-HOWE-SNOWDEN Radio Sales

Every national advertiser wanting results in the MARITIME PROVINCES OF CANADA should make sure that his schedule includes

CHNS
Halifax, Nova Scotia

JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

WJJD CHICAGO'S LARGEST INDEPENDENT STATION



"SOLDIERS OF PRODUCTION"

A Public Service Dramatization

With Chicago the second largest war production district and always a critical area, WJJD has moved shoulder to shoulder with the Production Urgency Information Committee when manpower crises threaten output.

To emphasize manpower need, "Soldiers of Production" has been broadcast consistently five afternoons a week featuring returned war heroes, and officials of the Urgency Information Committee.

This program is one of many WJJD *Public Service* features that make up *18%* of WJJD's licensed operating time.

MONDAY thru FRIDAY

2:30-3:00 over

WJJD

Under its new management

WJJD

has increased public service

73%

With this increase, WJJD puts on the air one of the highest percentages of public service broadcasting in the Chicago area.

WJJD, Inc., 230 N. Michigan Ave.
CHICAGO 1, ILLINOIS

PAUL H. RAYMER
366 Madison Avenue New York City

A *Marshall Field* STATION *20,000* WATTS

PROPOSED FCC RULES FOR ANNUAL REPORTS

TIGHTER CONTROL over ownership of stations, policy personnel such as program directors and business practices is foreseen in proposed rules and regulations making mandatory the filing with FCC of annual financial statements and other data affecting broadcasting.

Attached to the order, issued last Wednesday, were two proposed forms. No. 323A would require the listing of all stockholders whose interests are held directly, or indirectly through other corporations; names of all operating personnel "such as general manager, program director, etc."; data on licensee's capitalization; names of officers and directors and stockholders; all contracts; interests in other stations held by licensee.

Form 323B is an interim ownership report on changes in officers and directors and transactions relating to ownership of stock. Both forms must be notarized.

Text of the order, which embraces standard, FM, television and international stations, follows:

In the Matter of Promulgation of Rules and Regulations concerning the Filing of Financial, Ownership and Other Reports of Broadcast Licensees. Docket No. 6756.

ORDER

At a meeting of the FCC held at its offices in Washington, D. C., on the 17th day of April 1945,

WHEREAS, the Commission is of the opinion that public interest, convenience and necessity may be served by the deletion of Rules 1.361 and 43.1 and the substitution therefor of the following rules:

FINANCIAL, OWNERSHIP AND OTHER REPORTS OF BROADCAST LICENSEES

§1.301 FINANCIAL REPORT—Each licensee of a broadcast station (standard, FM, television, and international) shall file with the Commission on or before March 1 of each year (on Form 324 or such other form as the Commission may prescribe, together with supporting schedules), a balance sheet showing its financial condition as of Dec. 31 of the preceding calendar year and an income statement for said calendar year. Each such form shall be subscribed as provided in Sec. 1.121 of the Commission's regulations.

§1.302 FILING OF CONTRACTS—Each licensee of a broadcast station (standard, FM, television, and international) shall file with the Commission within 30 days of execution thereof all documents, instruments, contracts (the substance of oral contracts or understandings shall be reduced to writing for submission) together with amendments, supplements, and changes therein and cancellations thereof relating to character of organization and identity of its officials; ownership or control of licensee of station, or of any of licensee's stock, rights or interests therein; the use, management, or operation of licensed facilities; and agreements relating to network service, transcription service or bulk time sales (amounting to two hours or more per day); including but not limited to:

1. Articles of Partnership, Association, or Incorporation;
2. By-laws affecting character of organization, control, number or powers of its officers or directors, the classification or voting rights of any stock;
3. Any document, instrument, or contract relating to or affecting ownership of licensee, rights or interests therein, its stock, or voting rights thereto;
4. Any contract relating to or affecting control of general program service of the station (such as management contracts, network and transcription contracts, and time sales to brokers, etc.).

§1.303 OWNERSHIP REPORTS—

(a) ANNUAL OWNERSHIP REPORTS—The licensee of each broadcast station (standard, FM, television, and international) shall file on or before March 1 of each year on FCC Form 323A (a copy of which is attached) an annual ownership report and shall show the following information as of Dec. 31 of the preceding calendar year:[1]

1. In the case of an individual, the name of such individual.
2. In the case of a partnership, the names of the partners and the interest of each partner.[2]
3. In the case of a corporation or association:

A. Capitalization, with a description of the classes of stock authorized and the shares of each class issued and outstanding;

B. The name, residence, citizenship, and stockholdings of officers and directors, and stockholders;

C. Full information with respect to the interest and identity of any person whether or not a stockholder of record, having any interest, direct or indirect, in the licensee or any of its stock.

For example: Where A is the beneficial owner or votes stock held by B, the same information should be furnished for A as is required for B.

Where X corporation holds stock in the licensee, the same information should be furnished with respect to X corporation (its capitalization, officers, directors, and stockholders and the amount of stock in X held by each) as is required in the case of the licensee, together with full information as to the identity and citizenship of the person authorized to vote licensee's stock.

The same information should be furnished as to Y corporation if it holds any stock in X and as to Z corporation if it holds any stock in Y, and so on back to natural persons.

D. Full information as to family relationship or business association between two or more officials and/or stockholders.

4. In the case of all licensees:

A. The name, residence, position and date of appointment of operating personnel determining station policy (such as general manager, program director, etc.).

B. A list of all contracts required to be filed with the Commission by Sec. 1.302 showing the date of exe-

[1] For the year 1945, an Annual Ownership Report shall be filed with the Commission on FCC Form 323A on or before Sept. 1, 1945, showing the information required by Sec. 1.303 as of June 30, 1945.

[2] No change in partners nor in their rights may be made without prior consent of the Commission upon an application for consent to assignment of license.

(*Continued on page 28*)

TOPPING THE TOPPERS!

Whatever the radio test, you'll find WOAI "topping the toppers!"

For example, WOAI carried nine of the thirteen NBC shows that walked off with blue ribbons in the annual **"Fame-Motion Picture Daily"** radio poll, and for eight of these nine shows WOAI's local Hooperatings exceeded national Hooperatings.

Again, WOAI's nighttime audience was 27.1% greater than the average for NBC stations in 1077 cities, as established by NBC's 1944 Nationwide Survey of Listening Habits.

Its consistent record of "topping the toppers" is one of the reasons why WOAI sells more merchandise to more people in Central and South Texas than any other station—at a lower cost per sale!

50,000 WATTS
CLEAR CHANNEL
NBC AFFILIATE
MEMBER TQN

WOAI San Antonio

Represented Nationally by EDWARD PETRY & CO.

THE POWERFUL ADVERTISING INFLUENCE OF THE SOUTHWEST

Today's BEST BUYS

A full page of them in the May 7 issue of BROADCASTING on stations

REPRESENTED BY RAMBEAU

THESE
20
W S M
YEARS

MEDALS, YES - - -

but something more important

We like to get awards and honors and orchids. And have; quite a string. But the thing, after all, is the earnest friendships we have made out there in living rooms, among the five million earnest people our clear channel signal reaches. Because we have never let them down, all these twenty years, they believe in us . . . and in our sponsors.

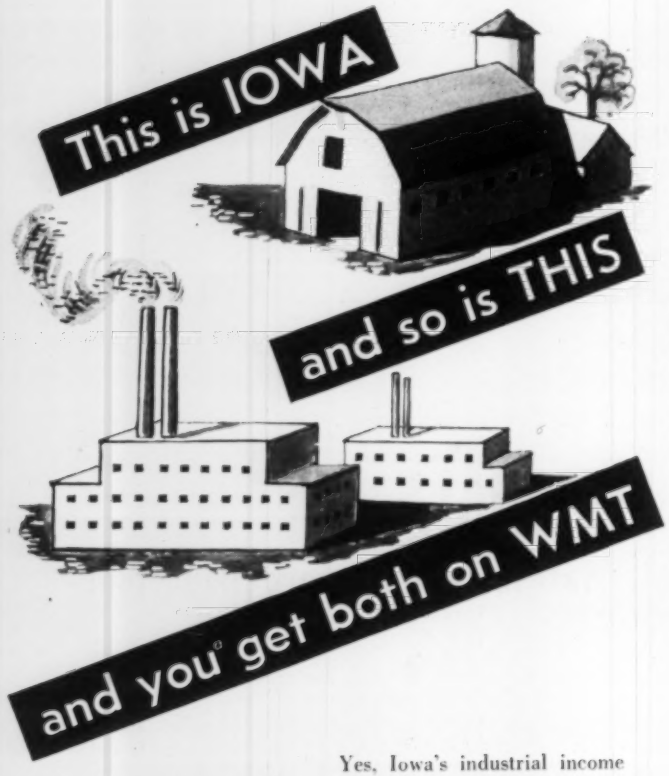
WSM

NASHVILLE

THE STATION WITH A 20-YEAR CLEAR RECORD OF HONESTY TO ITS LISTENING AUDIENCE.

HARRY STONE, *Gen. Mgr.*
DEAN R. UPSON, *Comm. Mgr.*
EDW. PETRY & CO., *Natl. Reps.*

50,000 WATTS
650 KILOCYCLES
CLEAR CHANNEL
N. B. C. Affiliate



Yes, Iowa's industrial income equals its fabulous agricultural income . . . and you get both on WMT . . . 5,000 watts at 600 kc (best frequency in Iowa) covering the largest primary area in the state. *WMT gives you* Columbia's finer programs at the lowest rates in Iowa per radio family. *WMT gives you* a per capita income of $4,322 per person with the national average only $2,685. In short, *WMT gives you IOWA.*

Represented by
THE KATZ AGENCY

(*Continued from page 26*)

cution and expiration of each contract.

C. Any interest which the licensee may have in any other broadcast station.

(b) INTERIM OWNERSHIP REPORTS—An interim ownership report shall be filed by each licensee on FCC Form 323B (a copy of which is attached) describing any change in information required in the annual ownership report from that previously reported within 30 days after any such change occurs, including without limitation:

1. Any change in capitalization or organization.
2. Any change in officers and directors or in operating personnel determining station policy.
3. Any transaction affecting the ownership, direct or indirect, of licensee's stock, such as (i) a transfer of stock, (ii) issuance of new stock or disposition of treasury stock, (iii) acquisition of licensee's stock by the issuing corporation.

Provided, however, That in the case of a change in the officers, directors or stockholders of a corporation other than the licensee (such as X, Y or Z corporation described in the example above), such change need not be reported in the interim report unless that corporation directly or indirectly owns 25% or more of the voting stock in the licensee.[3]

(c) EXCEPTIONS — Where information is required under paragraphs (a) or (b) of this section with respect to a corporation having more than 50 stockholders, the licensee may request a modification of the requirements so far as applicable to the particular case.

§1.304 DEFINITIONS — As used in Secs. 1.301-1.303:

1. "Stock" shall include any interest, legal or beneficial in, or right or privilege in connection with stock;
2. "Officer" and "director" shall include the comparable officials in unincorporated associations;
3. "Contract" shall include any agreement (including, without limitation, an option, trust, or pledge) or any modification thereof, express or implied, oral or written. The substance of oral contracts, arrangements, and understandings shall be reduced to writing.

WHEREAS, the Commission is of the opinion that it will best conduce to the proper dispatch of business and to the ends of justice that all interested persons be given an opportunity to file briefs and to appear before the Commission to argue orally why the above proposed rule should not be adopted or why it should not be adopted in the form proposed in this Order.

NOW, THEREFORE, IT IS HEREBY ORDERED, That upon the written request of any interested person, oral argument be held before the Commission en banc on May 21, 1945 at 10:30 a.m. as to why the above proposed rule should not be adopted or why it should not be adopted in the form proposed by this Order. Such requests for oral argument shall be filed on or before May 9, 1945, by all persons desiring to appear and each such request shall be accompanied by a brief. Particular attention is invited to proposed Sec. 1.303(c). If any person is of the opinion that this Section should specify the exceptions contemplated by the Rule, specific suggestion should be made as to the form in which the exception should be expressed. Comment is also invited as to whether any or all of the information required to be filed by proposed Rules 1.301-1.304 should be open for public inspection.

[3] Any change in the officers, directors or stockholders of a corporation other than licensee which results in a change in the control of the licensee must secure the Commission's consent under Section 310(b) of the Communications Act.

Capehart Would Probe Foreign Radio Patents

FEAR of cartels and the action of the Philips Incandescent Lamp Works Co. in cancelling its license to RCA prompted the resolution he introduced to investigate foreign ownership or control of radio patents [BROADCASTING, April 16], Sen. Capehart (R-Ind.) said Wednesday.

While nothing overt actually has been done by Philips, he said, he anticipates its emergence as a new and strong competitor in the U. S. radio field. American manufacturing interests and patents must be protected from cartel," he added. "Philips has prospered on a world cartel. Now they come over here and seemingly get privileges even our own people cannot secure."

Sen. Capehart said he expects Committee action on the resolution, submitted jointly with Sen. Wheeler, within the next three weeks. He mentioned the possibility that the Interstate Commerce Subcommittee conducting the international merger hearing might also handle this investigation. In addition, foreign manufacturing activities of RCA and IT&T will be investigated and probably every radio manufacturer in America will be asked to testify, Sen. Capehart added.

WLAW
LAWRENCE, MASS.
5000 WATTS-680 KC
COLUMBIA AFFILIATE
SERVING NEW ENGLAND'S
3RD LARGEST CONCENTRATED RADIO AUDIENCE
National Representatives:
WEED & COMPANY

The
WSLB
(Mutual)
Farmer Milks:—
250,000
Cows
Twice Daily Pulling:—
$30,000,000.00
Annually
His Cash Pay is:—
$2,500,000.00
Monthly
The WSLB Farmer Has Money To Spend Every Month Not
ONCE-A-YEAR
The Walker Co.—Representatives
Ogdensburg, N. Y.

The NBC 1944 Nationwide Survey of Listening Habits shows that in New York 47% of the radio families listen most at night to NBC. . . . This leads the next network by

113%

which simply means . . .

in New York, it's

NBC's Key Station · New York

WEAF

50,000 watts · 660 kc.

Represented by NBC SPOT SALES

1945—RADIO'S 25th ANNIVERSA... ...LEDGED TO VICTORY!

More than 13,000 farmers requested this chart

The NOON FARM REPORTER recently offered to listeners a Weather and Temperature Chart developed by the Station in cooperation with the U. S. Weather Bureau and local grower organizations for the use of citrus growers. Within a short time more than 13,000 letters poured in, each containing a dime to cover handling and mailing costs. Requests came from forty counties in California many of which are often considered to be located beyond this Station's daytime primary area.

KFI agricultural services have built a listener loyalty in Southern California's rural areas of over a million population that reflects in sales results of every advertiser using this Station.

KFI...NBC for LOS ANGELES

50,000 WATTS • CLEAR CHANNEL • 640 KILOCYCLES

Earle C. Anthony, Inc.

EDWARD C. PETRY AND COMPANY, INC., NATIONAL REPRESENTATIVES

Coverage of Truman Address Is Marred By Tight Quarters and Crowd Noises

RADIO was on the job as usual last Monday when President Truman made his maiden speech before Congress and to the people of the United States, but the commentaries on the Blue-ABC, Mutual and NBC following the address caused no little headache.

Doors slamming, off-mike shouts, talking and general confusion seeped into the commentaries of William Hillman of Mutual, Baukhage of the Blue and Morgan Beatty of NBC. The reason: They were crowded into the small House radio gallery office—just big enough to accommodate Acting Superintendent William Vaughan and an assistant, but jammed to the door with spectators.

Really Crowded

Set up in one end of the small room were Blue and NBC. In the opposite corner, hardly 10 feet away, was Mutual. WWDC Washington and WITH Baltimore, sharing facilities, also operated from the radio gallery office. CBS set up in the House library, adjoining the chamber. WINX Washington operated from the Democratic cloakroom.

Immediately after President Truman left the House chamber and while the networks were playing the National Anthem the various commentators hurried to their microphones. In the radio gallery office Mr. Hillman was first to go on the air. With his back to the spectators he did a commentary, oblivious of the noises about.

In a moment Baukhage went on the Blue. Two feet away was the NBC microphone, at which Mr. Beatty stood. Baukhage signed off at 1:29:30 and at 1:30 on the nose Commentator Beatty began his stint without benefit of levels. Since he has an unusually resonant voice he works away from the mike in the studio. Monday he had to operate at close range and hold down his voice.

A sign on the closed door, "Silence, Broadcasting," had little effect. To the contrary it seemed to serve as an invitation to the spectators who had thronged the galleries to hear the President. Superintendent Vaughan and Leo Costello, an assistant, worked feverishly to help the commentators and engineers. The crowd surged in—eager to glimpse commentators in action and hear their remarks.

The radio men didn't object. They enjoy having company. As Mr. Beatty expressed it: "The visitors maintained decorum." It was the cramped quarters plus general confusion, engineers exchanging cues and lack of levels that created the difficulties.

Work is progressing on expanded quarters on the Senate side. Five booths are being erected to accommodate the four networks and independent stations. The Radio Correspondents Assn. executive committee, of which Richard Harkness of NBC is chairman, has met informally with Speaker Rayburn of the House regarding space conditions and other conferences are tentatively set for the future.

In the meantime, however, when radio broadcasts important events from Congress—and they usually take place in the House chamber—the networks and independents must share the cramped radio gallery office quarters.

Vigortone Campaign

FENTON'S-VIGORTONE Co., Cedar Rapids, Ia., (livestock feed supplement) has started a year's radio campaign with Andy Woolfries *Farm Forum* Mon., Wed. and Fri., 6:30-6:45 a.m. WMT Cedar Rapids, Ia.; participation in *Dinner Bell Round-Up* Mon., Wed., Fri. 12-12:15 p.m. WNAX Yankton, S. D., and one-minute spot Mon. through Fri. 1:05 p.m. WLS Chicago, Ill. Agency is Ambro Adv., Cedar Rapids.

VINCENT SEXTON, formerly in CBS press information and now with U. S. Army in China, has been promoted to major.

RIP VAN WINKLE SLEPT FOR 20 YEARS . . .

Probably because he couldn't tune in WKNY, serving the rich Hudson Valley and the popular Catskill Mountain Vacationland.

You'll find Manager Lou Steketee, wide-awake, on the job, ready to offer you a friendly hand for lots of business from this Friendly Station.

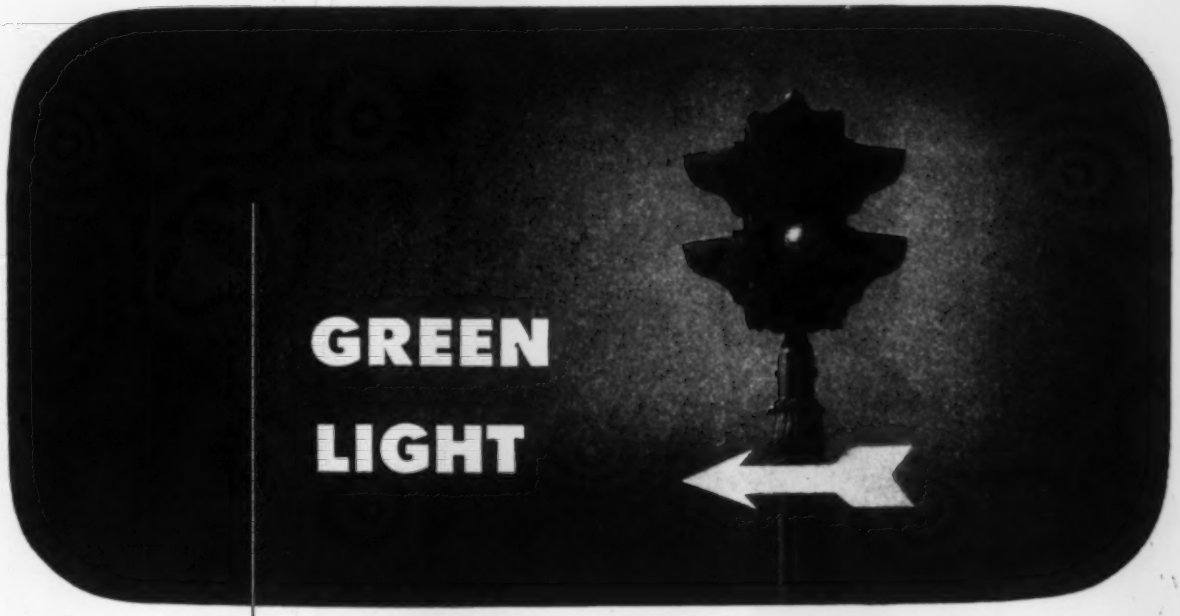
WKNY MUTUAL KINGSTON, N. Y.

For further details on WKNY—write LOU STEKETEE, Kingston, N. Y.
For further details on the other Friendly Group Stations, write
JOHN LAUX, Managing Director "THE FRIENDLY GROUP", STEUBENVILLE, OHIO

WSTV WFPG WJPA WKNY

STEUBENVILLE, O., ATLANTIC CITY, N. J., WASHINGTON, PA., KINGSTON, N. Y

THE FRIENDLY GROUP



in BLACK AND WHITE

Seven digits and a couple of commas. That's the size of the increased moneys recently voted by the Mutual directorate, to be invested during the balance of 1945 as a clear green light for well-studied efforts to make this a more serviceable network for listeners, for stations, for advertisers, and for artists.

Since late in 1944, Mutual has been subjected to a more critical appraisal—from within—than any outside observer could conceive. We prepared detailed blue-prints for improvement and presented them to the experienced owners of this network.

Today we can report to you their enthusiastic endorsement of our plans, confirmed in black and white to the resounding tune of a seven-digit increase. That adds a lot to any annual budget, but that's what it takes to put our plans to work.

Our blue-prints call for marked advances in stations, in engineering, and in sales—with service underscored throughout. But most of these special dollars are earmarked for program improvements. We are determined to discover, create, and develop program fare that will win greater preference, around the entire radio clock, for the Mutual point on the dial. We are determined to build a staff equipped to originate standout entertainment, to foster the work of outside producers, and, by both means, to achieve a store of program material designed for any advertiser's need and budget.

These are truly large orders. None knows their scope better than we who drafted them. But the seven digits are already at work, as black-and-white evidence of our honest intent to fill these orders. We think you'll find Mutual more interesting to watch—and listen to—than ever before.

THE MUTUAL BROADCASTING SYSTEM

Literally True

TIME BUYERS!

- **Knoxville is growing faster than our retailers can keep her in clothes—retail sales during 1944 gave Knoxville the leading increase in the nation! And this has been going on for more than two years. Knoxville is now the third market in Tennessee—one of the best in the South.**

Coverage

THAT COUNTS!

- **WBIR and BLUE can do the job for you in Knoxville. WBIR reaches 75% of the people who hold 90% of the buying power. Good availabilities and an excellent HOOPER make WBIR a good buy! Try it—the proof is in the SALES! Ask a John E. Pearson man about us.**

● NUNN STATIONS
WBIR, Knoxville, Tenn.
WLAP, Lexington, Ky.
WCMI, Ashland, Ky.
Huntington, W. Va.
KFDA, Amarillo, Tex.
Owned and operated by Gilmore N. Nunn and J. Lindsay Nunn.

WBIR
A NUNN STATION

BLUE NETWORK
John P. Hart, Manager
KNOXVILLE, TENNESSEE

Security Conference to Give Insight Into Radio's Job Ahead

Promotion of Global Understanding Besides News Reporting Deemed Necessary for Lasting Peace

By JOHN SALT
North American Director
British Broadcasting Corp.

RADIO'S wartime record is good. It is freely admitted that from the earliest days of the war radio has contributed considerably toward the victory that now seems so near. How will radio meet the challenge for service in the postwar world?

Mr. Salt

At the World Security Conference in San Francisco radio will get its first big opportunity to see clearly the job ahead when the shooting stops. It will be radio's mission to help contribute toward a better understanding of the events at the San Francisco conference without which treaties,—no matter how perfect, —cannot succeed.

But radio's role at the conference must go far beyond the conventional news gathering, reporting, news analysis and reports by some of the delegates. The lasting peace for which we struggle will depend to a large measure on understanding between the peoples of the world. For example, it is necessary for the people of Great Britain to know the reaction of the people of the United States to the decisions of the conference and why they feel as they do.

Because of the geographic position of Britain, the BBC has been drawn particularly close to the European War. The frontlines in the battle for a lasting peace, however, will be at the doorstep of every nation; at the doorstep of every home. The radio organizations of all nations will be able to make their full contribution. The San Francisco conference will be a challenge.

The BBC has organized its resources so that it may begin at once to play as important a role in the fight for a lasting peace as it has since 1939 in the fight for Victory.

Global understanding will guide the work of the special team being sent to San Francisco. We will have six men in San Francisco to handle the flow of news, special features, talks by delegates for transmission to London and from there for use on the home, European, Latin-American and other BBC services.

Anthony Wigan and Alistair Cooke will be in charge of all news dispatches from our News Division. W. M. Newton, who heads BBC's Chicago offices, will handle all talks by British delegates as well as foreign language broadcasts for the European Service. From Mexico City Thomas P. Gale will come to take charge of news dispatches and talks for the BBC's Latin-American Service.

American Reaction

BBC's weekly *American Commentary* will originate alternately from San Francisco and Chicago to give British listeners a cross-section of American reactions.

We are planning to make available to United States broadcasters a special program which will bring to American listeners a round-up of opinions and reactions to events at San Francisco from many countries in Europe.

Listeners to the Mutual Network are already hearing a special series of reports by BBC's A. J. Cummings in which he presents the hopes and views in England and Europe. The series which began March 26th, will continue until the opening of the conference.

The contact with European opinions we hope will help to create a closer alliance between the people of the old and new world; through which will come a deeper understanding of the problems of peace.

Quaint old "Victoria" outside Mount Royal Hotel

This old type of vehicle outside an entirely up-to-date hotel shows the contrasts of Quebec Province. The radio program through which you expect to reach its 3½ million people requires to be equally adapted to this very individual province. We specialize in planning and producing programs for Quebec as well as elsewhere in Canada—in either English or French. Let us prove to you that it pays to *plan* for Quebec.

RADIO PROGRAMME PRODUCERS
MONTREAL CANADA

Baltimore's Listening Habit

WCBM

The Blue Network Outlet

ANY baseball fan will tell you that no matter how clever the pitcher, a good catcher is just as important to a winning team.

Anyone who knows radio will tell you that no matter how clever the program, the listener must "catch" the sponsor's sales story.

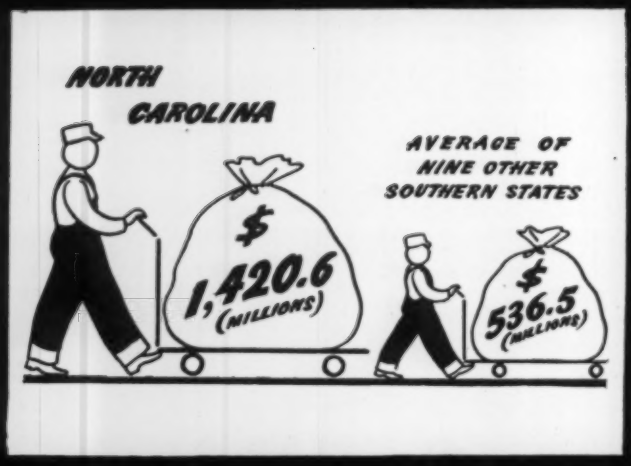
Your program, broadcast over WCBM, will be heard by a profitable percentage of the Baltimore market for listening to WCBM has become a habit in Baltimore.

John Elmer
President

Free & Peters, Inc.
Exclusive National Representatives

George H. Roeder
General Manager

NORTH CAROLINA
IS THE SOUTH'S
No.1 INDUSTRIAL
STATE



WPTF
(CARRYING N. B. C.
WITH 50,000 WATTS
AT 680 KC)
IS NORTH CAROLINA'S
No.1 SALESMAN
WPTF • RALEIGH

FREE & PETERS, INC.
NATIONAL REPRESENTATIVES

Kempton to Head Radio Relations

McGrath Helping McDermott Handle Correspondents

WILLETT KEMPTON, chief of the OWI Domestic Radio Bureau station relations division, has been loaned to the State Dept. as radio relations officer for the United Nations Security Conference in San Francisco, opening Wednesday. Mr. Kempton arrived in San Francisco Thursday to make preliminary arrangements for coverage of the Conference.

He will work as a special assistant to Michael J. McDermott, press chief of the State Dept., who heads the entire United Nations informational staff as Chief Press Relations Officer. Mr. Kempton's duties will be to facilitate accredited radio correspondents in contacting the various delegations.

McGrath on Hand

D. Harold McGrath, superintendent of the Senate Radio Gallery, who has been handling the accreditation of radio men from the first, also is in San Francisco as Mr. McDermott's assistant in charge of radio correspondents. As their first step, correspondents were to contact Mr. McGrath at the start of this week for their accreditation cards. Several other assistants including Harold Beckley and William Donaldson, superintendents of the Senate and House Press Galleries, have been named to the Conference press staff.

Each delegation at the Conference will have its own press and radio officers in addition to the general staff for the whole body. Comdr. Lloyd Dennis, on loan from the Navy, will be radio officer of the American delegates.

Radio and press relations headquarters have been established on the first floor of the Veterans' Memorial building. Information officers of the Conference, together with most radio men covering the event, will stay at the Palace Hotel.

Overall cost of installing studios was $10,891, with the four American networks paying $1,295 each, the British Broadcasting Corp., Canadian Broadcasting Corp. and Australian Broadcasting Corp. lumped into a smaller amount and the independents sharing the remainder.

About 200 radio men and women are in San Francisco to cover the conference. Among independents carrying direct pickups will be KSFO San Francisco, linked with KPAS Los Angeles, for a daily summary. KYO San Francisco will feed to KFWD Hollywood, featuring John B. Hughes, Sam Balter and Mrs. W. Averill Harriman, wife of the ambassador to Russia. KMTR, KMPC and KFI also plan spot broadcasts.

The official opening will be aired by all networks at 2:00 p.m. (PWT) Wednesday. Plenary sessions will be open to broadcast during the Conference.

Francis C. McCall, NBC manager of network operations and news and special events, has been assigned by William F. Brooks, director of news and special events, to supervise NBC coverage of the Conference. With Stanley Richard-

(*Continued on page 38*)

WHEN THE FROST IS ON PUMPKIN CENTER (Ky.)—

and the fodder's in the shock, get fodder and fodder away from there, or you'll find yourself in hock (as James Whitcomb Riley never said). Getting down to prose: why in the world pay big dough to insure complete coverage of such rural settlements as Pumpkin Center, when WAVE's Louisville Trading Area is what counts in Kentucky? Here are more prosperous people, more industry, more money than in *all* the rest of Kentucky *combined*. Pumpkin Center's swell for pies; for business, no!

LOUISVILLE'S WAVE
5000 WATTS . . . 970 K.C. . . . N.B.C.
FREE & PETERS, INC.
National Representatives

WCBW New York, CBS television station, on May 1 will start operations on a three-day schedule with programs Tuesday and Friday 8-9:30 p.m. and Thursday 8-8 p.m. Total weekly air time remains same as for current twice-weekly telecasts. New schedule will allow a greater variety of productions within one studio and will have the advantage of permitting major part of the preparation for each program to be done on day it is telecast.

Little Elmer says: "WGN's favorite role is leadership among Chicago's major stations in local and national spot business."

A Clear Channel Station

CHICAGO 11 ILLINOIS
50,000 WATTS 720 KILOCYCLES

WGN

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 EAST 42nd STREET,
NEW YORK 17, N. Y. • WEST COAST: EDWARD S. TOWNSEND CO., RUSS BUILDING, SAN FRANCISCO, CALIF.

12 years of comedy unexcelled is no accident!

The George Foster Peabody jury put on its woolsack the other day and looked over the radio performance of 1944 throughout America.

And then it reached into the CBS galaxy of rare and varied and wonderful entertainment and laid hold on a star who was temporarily trying to hide from sight. He gave the jury a slight scuffle, but was hauled, skeptical and grumbling, into the light.

Dusted off, he turned out to be a comedian. F. Allen, of Allen's Alley. Allen of the *Texaco Star Theatre* on CBS. The same Allen who took a holiday last summer to go make a motion picture, and who isn't quite so sure it was a holiday. The same Allen for whom the CBS latchstring dangles—for whom millions of loyal CBS fans are keeping that candle twinkling in the network's window.

As he blinked in the glare of the jury, its composite voice, through a loud speaker said:

"Mr. Allen, willy or nilly, you now get the George Foster Peabody Radio Award for 1944. It's the highest one we can confer. You get a medal with it. You get it for Outstanding Entertainment in Drama. You get it for comedy. You get it for *comedy unexcelled* over a period of twelve years."

"Thank you" said Mr. Allen. "Let's leave Willy and Nilly out of this. I'll cherish the medal myself."

Durable excellence isn't an accident on CBS. It's no accident that more Peabody awards and citations for 1944 went to CBS programs and stations than to any other network; no accident that CBS radio has won a total of 20 out of 52 awards and citations since the Peabody Awards were first established. Excellence is the CBS target always.

But no winner on any network ever deserved it more. In plain words, this couldn't happen to a nicer guy than Allen. We congratulate him, and the jury of the George Foster Peabody 1944 Radio Awards on its perception and daring.

Striking leadership is no accident!

1 A few weeks ago two CBS affiliate-stations, WTAG (Worcester) and WJR (Detroit), won *both* major duPont Awards for outstanding service to their communities in 1944.

2 Variety's "*Showmanagement*" survey, made by the editors, gave *4 major awards* out of 7 to stations of the Columbia Network; recognized for either award or special "high-light" comment *19 stations on CBS.*

3 Now the George Foster Peabody jury, reviewing 1944 accomplishment, honors

WTAG, Worcester, for "Outstanding Public Service by a Regional Station of More Than 1,000 Watts" (A CBS affiliate)

WIBX, Utica, for "Outstanding Public Service by a Local Station of 1,000 Watts or Less" (A CBS affiliate)

KOIN, Portland, a special citation for regional excellence in public service (A CBS affiliate)

WFBL, Syracuse, a special citation for regional excellence in public service (A CBS affiliate)

KMOX, St. Louis, a special citation for regional excellence in public service (A CBS station)

What is more, of the 17 stations who were "finalists" in the Peabody judging, *12 were CBS stations:* those just cited, plus these—

WCAU, Philadelphia · WBT, Charlotte · WGAR, Cleveland · WJR, Detroit · WBBM, Chicago KLZ, Denver · KQW, San Francisco

Thus, in the span of a few recent weeks, the public spirit and technical performance which characterize the typical station on this single network have been forcefully demonstrated not once but three times by representative and impartial juries. With more than 20 of our stations blushing in the pleasant limelight, we need point out simply that this overwhelming evidence of station strength of character is not an accident. It is the direct and well-earned recognition of a philosophy shared by every CBS station between the oceans, and out in Hawaii and down in Puerto Rico: "*He best serves himself who best serves his own people.*"

This is CBS....the Columbia Broadcasting System

(*Continued from page 34*)

son, NBC London chief, Mr. McCall set up the network's transmission system for D-Day news. He recently returned from Honolulu, where he set up NBC facilities for expanded Pacific coverage. Mr. McCall will headquarter at KPO San Francisco.

E. B. Canel, director of Latin-American programs, NBC international division, and Vincent Tober, NBC international division commentator, are covering the Conference. Both will be on regular broadcast schedule to Latin-America.

Following are late station plans, as disclosed last week to BROADCASTING:

KFH Wichita, Kan.—George Gow, news editor, will transcribe interviews and file overhead coverage.

KLO Ogden, Utah—Arthur Gaeth, news analyst heard over KLO, the Intermountain Network and Mutual, will originate his daily Mutual commentary from San Francisco. He also will handle special coverage for several newspapers and his broadcasts will be shortwaved overseas.

WKMO Kokomo, Ind.—William Randolph, news editor, will file 1,000 words daily to be aired by WKMO on its 10 p.m. (CWT) newscast. He also will make transcriptions.

Network Accounts

All time Eastern Wartime unless indicated

New Business

WILDROOT Co., Buffalo (hair tonic), on April 30 for 52 weeks starts Something to Talk About on 39 Don Lee Pacific stations, Mon.-Wed.-Fri. 10:15-10:30 a.m. (PWT). Agency: BBDO, Chicago.

REVERE, COPPER & BRASS Inc., New York (institutional), on July 4 starts The Human Adventure on about 112 MBS stations Wed. 10-10:30 p.m. Agency: St. George & Keyes, N. Y.

Renewal Accounts

AMERICAN DAIRY Assn., Chicago, on April 29 for 13 weeks renews Voice of the Dairy Farmer on 19 Don Lee Pacific stations Sun. 12-12:15 p.m. (PWT). Agency: Campbell-Mithun Adv., Minneapolis.

Net Changes

LARUS & BRO., Richmond, Va. (Edgeworth tobacco, Chelsea cigarettes), on May 22 shifts Guy Lombardo & His Royal Canadians from 180 Blue-ABC stations Mon. 10-10:30 p.m. to about 180 Blue-ABC stations Tues. 9-9:30 p.m.

PABST SALES Co., Chicago (Pabst Blue Ribbon beer), on April 27 shifts The Danny Kaye Show on 131 CBS stations from Sat. 8-8:30 p.m. to Fri. 10:30-11 p.m. Agency: Warwick & Legler, N. Y.

March Listening Up

MARCH listening achieved an unprecedented high of 26.9 sets-in-use, 12% above the same month last year, 21.3% above 1943, and 35.2% above 1942 for that month, according to the April 15 Radio Audience, monthly newsletter issued by The Pulse Inc., New York.

Included is a list of the "plus-twenty group" of programs—those to which more than one out of five New York sets are tuned. Jack Benny heads the list with a rating of 31.1, followed by Walter Winchell, with 28.7; Bob Hope, with 28.0; *Lux Radio Theatre*, 26.9; Eddie Cantor, 26.3; *Mr. District Attorney*, 24; Joan Davies-Jack Haley, 22.5; Abbott and Costello, 20.7; *Aldrich Family*, 20.6; *Kraft Music Hall*, 20.5; and *Fibber McGee and Molly*, 20.3.

Allied Arts

HARRY S. GOODMAN Radio Productions, New York, has secured exclusive rights to "The Mystery Chef", Blue-ABC program which goes off the net May 11. Transcriptions offered locally have already been signed with 21 of the former 28 sponsors according to Mr. Goodman. Program pressings are being made by Muzak Transcriptions Inc., New York.

DOROTHY LEWIS, coordinator of listener activities of the NAB, left New York April 14 on a cross-country tour which was to take her to San Francisco. There she is to gather interview material for the use of members of the Assn. of Women Directors.

CHARLES MICHELSON Radio Transcriptions, New York, has sold "The Shadow" to WGIL Galesburg, Ill., 13 weeks, Coal Dealer's Assn.; WSTV Steubenville, O., 13 weeks, Nehi Bottling Co.; KOL Seattle, 26 weeks; KGB San Diego, 26 weeks, Guaranty Chevrolet Co. Renewed accounts: WFMJ Youngstown, O., 13 weeks, Lustig Shoe Store; WSLS Roanoke, Va., "till forbid", Roanoke Dist. Co. New account for "Hymn Time": WMGA Moultrie, Ga., 26 weeks, Georgia Peanut Co.; renewal WPAD Paducah, Ky., 78 programs, Kentucky Utilities Co. New account for "My Prayer Was Answered", KELD El Dorado, Ark., 39 weeks, Timmins Hdw. & Furn. Co.

CECIL ROBINSON has established a New York production firm, Robinson Productions, to be operated independently of Robinson's Radio Reckoner research service, with both offices at 19 W. 44th St. Properties include "Who's On First", audience-participation program with sports personalities as contestants; and "If I Were You", daytime drama.

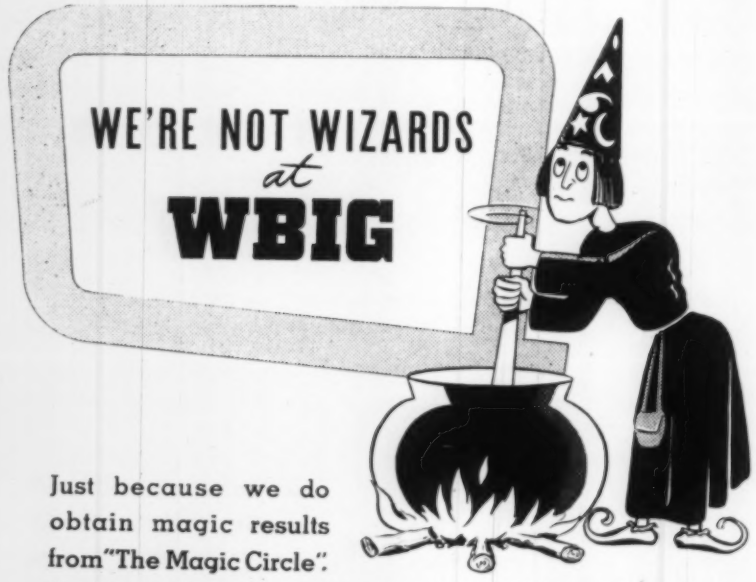
IRVING D. ROBBINS and Philip W. Barber, formerly of the Institute of Public Relations, New York, have formed a new partnership, Robbins & Barber, public relations counsel, at 27 Madison Ave.

CHARLES MICHELSON Radio Transcriptions, New York, has appointed Nason-Reikin, New York, as agency for a trade paper and direct mail campaign.

Nobel Prize Group

AMERICAN NOBEL CENTER, New York, is forming a "One World" Prize Committee to select the three 1946 winners in radio, press and films, for the greatest contribution to international peace and understanding.

Prizes will be conferred next February. Among those in the radio industry who have already agreed to serve are James R. Angell, NBC public service counsellor; C. B. Joliffe, RCA Victor Division; and, from Mutual, Edgar Kobak, president; Robert D. Swezey, vice-president and general manager; Tom Slater, director; and Paul Jonas, assistant director of special features and sports.



Just because we do obtain magic results from "The Magic Circle", don't get the idea that we all run around in circles pulling rabbits out of hats.

We do bend over backwards, however, to do the best possible job for those who want maximum results at a minimum of expense from the Richest Area in the South.

MAGIC CIRCLE OF 50 MILES

EDNEY RIDGE, DIRECTOR

WBIG

GREENSBORO, N. C.

THE PRESTIGE STATION OF THE CAROLINAS

5000 WATTS DAY AND NIGHT

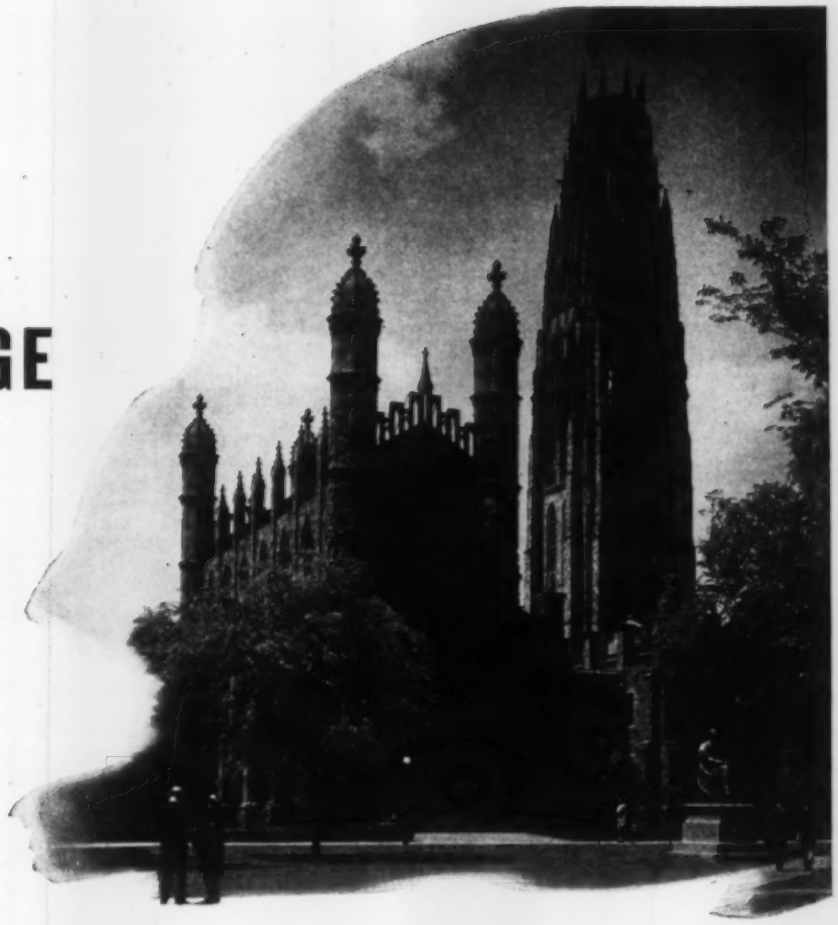
ONE OF THE GREAT STATIONS OF THE NATION

kgw

PORTLAND OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.

There's KNOWLEDGE in the AIR!



EVER since 1701 when Yale was founded to fit young men for "Publick Employment in Church & Civil State," the life of the University has always run close to contemporary problems. Today it touches modern life at many points.

In this traditional spirit of public service the co-operative program between WTIC and the University was initiated. "Yale Interprets the News" is designed to provide a better understanding of world events by drawing upon the full intellectual resources of the University.

Sounds like something that would appeal only to the intellectual few? Quite the contrary. Now in its fourth year, "Yale Interprets the News" is listened to regularly by more residents of Southern New England than any other program at the same hour.

WTIC is proud to be associated with one of the great educational institutions of our country in order to bring to the people of Southern New England this important series of public service programs.

WTIC
50,000 WATTS

DIRECT ROUTE TO SALES IN
Southern New England

The Travelers Broadcasting Service Corporation
Member of NBC
and New England Regional Network
Represented by WEED & COMPANY
New York, Boston, Chicago,
Detroit, San Francisco and Hollywood

Press News Elects

SEN. W. A. BUCHANAN, *Lethbridge Herald*, has been elected president of Canadian Press and its subsidiary, Press News Ltd., with Roy Thompson, CKGB Timmins, CJKL Kirkland Lake, and CFCH North Bay, as vice-president of PN. Re-elected as directors of PN were F. I. Ker, *Hamilton Spectator;* Sen. Rupert Davies, CKWS Kingston; Emile Jean, CHLN Three Rivers, Que.; H. N. Hueston, *Sarnia Observer;* W. B. Preston, *Brantford Expositor;* W. McCurdy, *Winnipeg Tribune;* A. R. Ford, CFPL London, Ont. Officers of Canadian Press with station affiliations elected for 1945 include Sen. Jacob Nicol, CHLT Sherbrooke, Que., vice-president, executive committee; Harold Husband, CJVI Victoria; D. B. Rogers, CKCK CKRM Regina; C. V. Ferguson, CKRC Winnipeg; Sen. Davies; A. R. Ford, CFPL London; Mr. Thomson; Herve Major, CKAC Montreal; Sen. W. H. Dennis, CHNS Halifax; T. F. Drummie, CHSJ St. John, N. B. directors.

Capitol Bureau

IN LINE with station policy of providing ever-increasing local and statewide news coverage, WSPA Spartanburg, S. C., has established a news bureau in the State Capitol at Columbia. It is headed by Moise Bloom, who keeps WSPA news department informed of the activities of the members of the Spartanburg delegation to the state legislature. If public reaction is favorable, WSPA intends to maintain the news bureau permanently.

TIN SALVAGE is slow; less than half the needed tin cans are being saved, prepared, collected, the War Advertising Council declares in a bulletin urging advertisers to promote this cause in time and space.

News

BOB SHERRY, NBC announcer, has replaced **ED HERLIHY** on "Your Radio Reporter", weekly quarter-hour on WEAF New York featuring news of NBC-WEAF personalities. Mr. Herlihy has a newscast now on WEAF for Kno-Mark Mfg. Co.

RITA STONE, assistant to **WILLIAM SHIRER**, CBS news analyst, leaves New York this week for Hollywood to become a newswriter at KNX Los Angeles. **MYRA JORDAN**, of CBS shortwave listening post, replaces Miss Stone.

RUSSELL ROE, former St. Louis advertising man, to KFAM St. Cloud, Minn., as newscaster.

FRED DELANO, from KJR Seattle, to KGW Portland as news editor replacing **BOB THOMAS**, to KEX Portland.

MIKE MULVIHILL, news editor of KGVO Missoula, Mont., has reported for his induction physical.

ROBERT F. HURLEIGH, WBBM Chicago commentator, has been initiated into Sigma Delta Chi, professional journalistic fraternity.

AGREEMENT has been signed by Arch McDonald (l) veteran WTOP Washington broadcaster, and Clark Griffith, president of Washington Senators, to report 1945 home games of the Senators for P. Lorillard Co. on WOL (day games) and WWDC (night games).

ALLAN JACKSON, CBS newscaster, has taken over the WCBW news and analysis telecast formerly handled by **EVERETT HOLLES**, now news chief of WBBM Chicago.

R. S. BRYDEN has been appointed news editor at the central news bureau of the CBC, Toronto. He was formerly senior English editor of CBM Montreal. **LAURENCE DUFFEY**, formerly of CBR and CBL, replaces him at CBM.

DON FAIRBAIRN, former CBC farm commentator at Toronto, has been reported in a hospital in Holland after being wounded during RCAF operations over Holland.

ERIC SEVAREID, CBS correspondent just returned from a year in Europe, presented a pessimistic view of the European situation in an informal talk at a press luncheon given in his honor April 17 by CBS. He has been assigned to the staff that will cover the San Francisco Conference for CBS.

HENRY CASSIRER, parttime news and picture editor of television of WCBW New York, has been placed on a full-time basis. He continues as assistant director of the CBS listening station.

De Mille-AFRA Fight

EXPANDING political aspects of Cecil B. De Mille's recent fight with Los Angeles chapter of AFRA over $1 assessment levied by that union [BROADCASTING, Jan. 29], formation of De Mille Political Freedom Foundation was announced by Frank P. Doherty, owner of KRKD Los Angeles. National headquarters are at 307 West 8th St., Los Angeles. Purpose is "to insure right of everyone, union or non-union alike, to be politically free", according to Mr. Doherty. Spokesmen said there would be no assessments. Financing will be by contributions.

New Millions for Valley in Citrus, VegetableCrops
Big Harvest of Dollars Is Visioned Despite Serious Potato Blight Damage
By E. C. OSBORN

Reprint from DALLAS TIMES HERALD

$50,000,000 Citrus Crop Expected for KRGV Market!

It's the kind of income that puts cash in circulation down in the Lower Rio Grande Valley. The income per capita is over $650.00, totalling 165 million dollars *effective buying income* in KRGV's primary area. And this is a PERMANENT MARKET—a KRGV dominated market.

AFFILIATED WITH N.B.C.
MEMBER OF LONE STAR CHAIN
VOICE OF ONE OF THE RICHEST PERMANENT MARKETS IN AMERICA

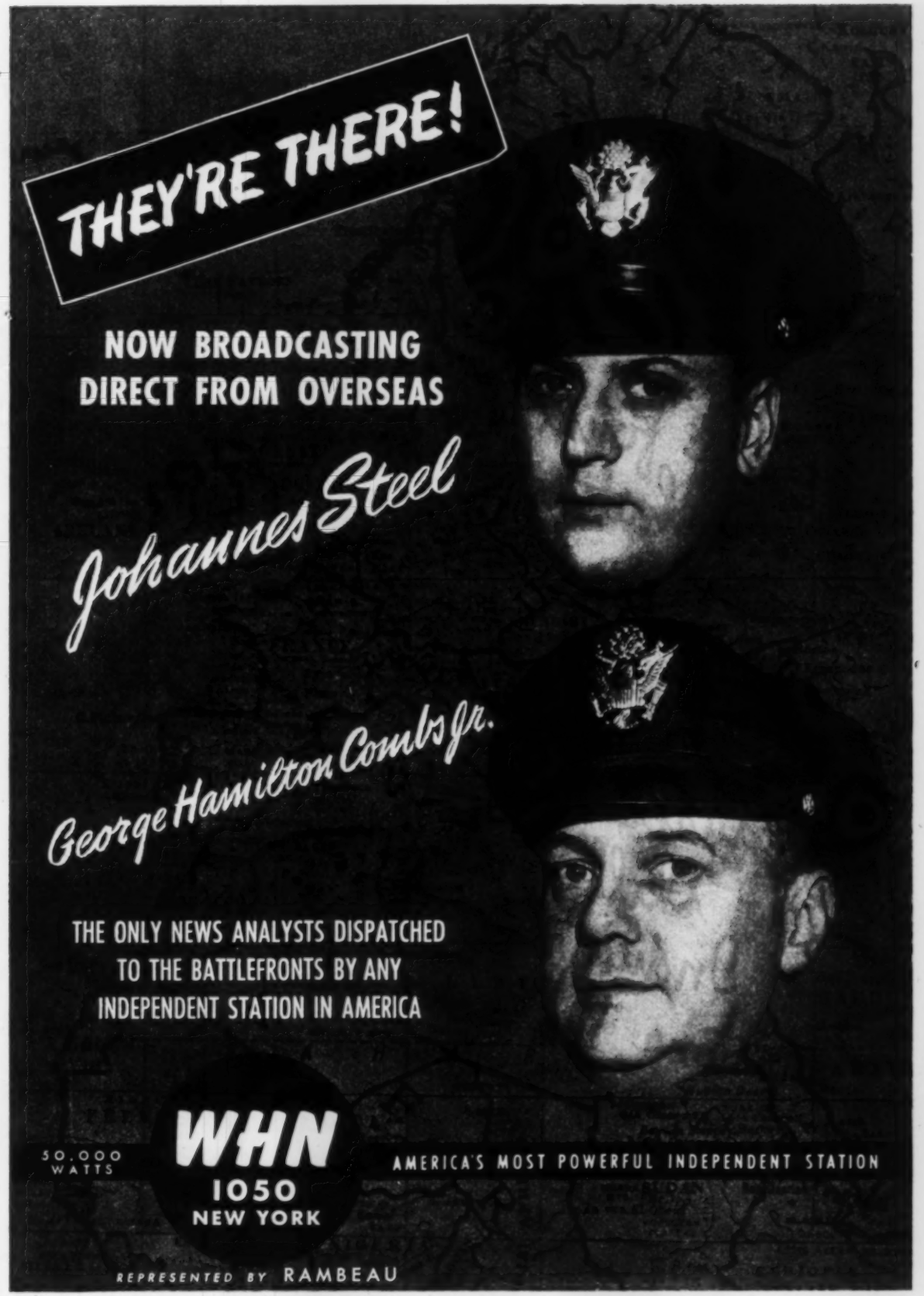
1290 ON THE DIAL
KRGV
WESLACO TEXAS
THE MAGIC EMPIRE OF THE RIO GRANDE

AFFILIATED WITH TAYLOR-HOWE-SNOWDEN Radio Sales

SERVING THE "CITY" WITH A MAIN STREET 65 MILES LONG

580 kc. FREQUENCY and peak soil conductivity give WIBW the "most - easily - heard" signal in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA


THEY'RE THERE!
NOW BROADCASTING
DIRECT FROM OVERSEAS
Johannes Steel
George Hamilton Combs Jr.
THE ONLY NEWS ANALYSTS DISPATCHED
TO THE BATTLEFRONTS BY ANY
INDEPENDENT STATION IN AMERICA
50,000 WATTS
WHN
1050
NEW YORK
AMERICA'S MOST POWERFUL INDEPENDENT STATION
REPRESENTED BY RAMBEAU

Calling all g

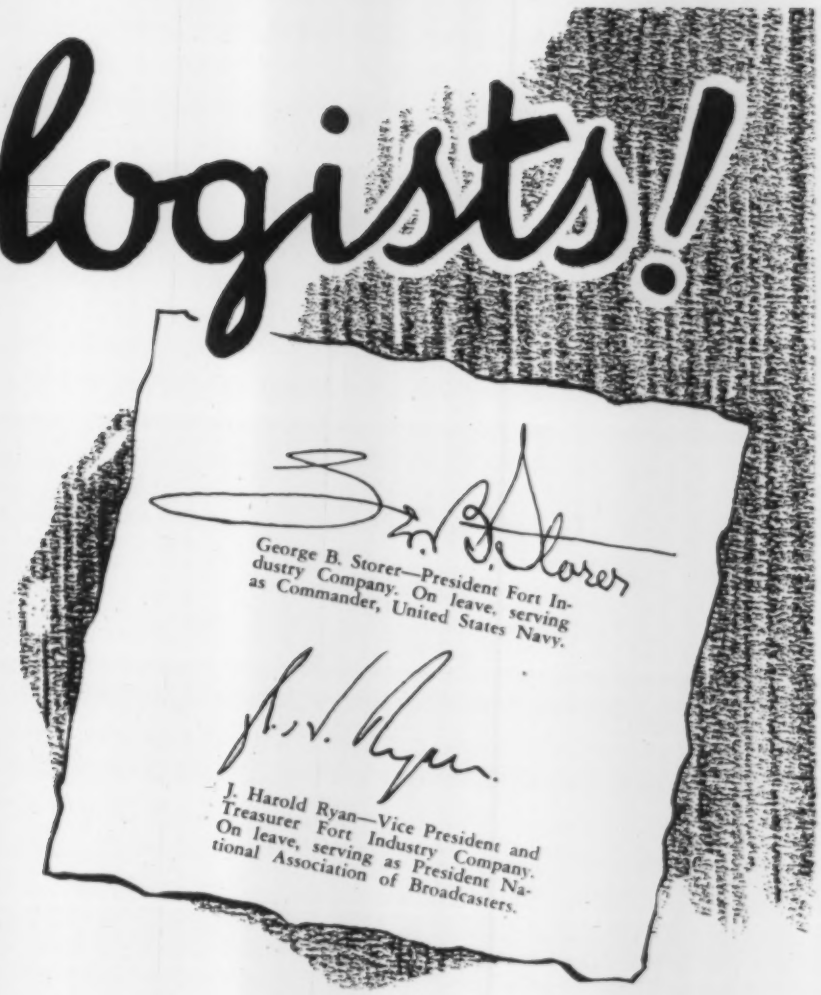
If there is foundation to the claim that a man's handwriting reveals his character and ability, you should recognize in these signatures that essential radio skill that has given Fort Industry Company Stations the reputation for — —

Broadcasting at its Best!

George W.

IF IT'S A

graphologists!



George B. Storer—President Fort Industry Company. On leave, serving as Commander, United States Navy.

J. Harold Ryan—Vice President and Treasurer Fort Industry Company. On leave, serving as President National Association of Broadcasters.

George W. Smith — Managing Director WWVA, Wheeling, West Virginia's 50,000 Watt Basic Blue Outlet.

Ed Flanigan — Managing Director WSPD, Toledo, Ohio's 5,000 Watt Basic N.B.C. Outlet.

Charlie Smithgall — Managing Director WAGA, Atlanta, Georgia's 5,000 Watt Blue Outlet.

Bob Venn — Managing Director WGBS, Miami, Florida's 10,000 Watt Mutual Outlet.

Pete Kettler — Managing Director WMMN, Fairmont, West Virginia's 5,000 Watt Columbia Outlet.

Allen Haid—Managing Director WHIZ, Zanesville, Ohio's 250 Watt N.B.C. Outlet.

Ralph Elvin—Managing Director WLOK, Lima, Ohio's 250 Watt N.B.C. Outlet.

THE FORT INDUSTRY COMPANY

A FORT INDUSTRY STATION YOU CAN BANK ON IT!

A FORT INDUSTRY STATION

Editorial

Thanks—Our Job

THE NEWSPAPERS of the Nation joined with Government leaders this week in praising radio for its reverent coverage of the sad news attending the death and burial of the late Franklin D. Roosevelt.

Radio need not bridle at this commendation. Radio can accept with dignity the plaudits of these generous people, many of them colleagues of long experience in the news field. But broadcasters generally, it can be said, were more than mildly surprised that this effort of theirs should have attracted such wide and favorable notice.

The automatic cancellation of commercials, the immediate conversion of all facilities to the important and solemn duty at hand, was instinctive. The fact that radio grieved at the nation's loss was no more surprising or unnatural than that the average citizen, thunderstruck by the tragic news, himself felt an overpowering sense of loneliness.

In this humble spirit, pursuing the dictates of his conscience, impelled by the same motive which found the farmer halting momentarily in his field and the factory hand faltering for an instant at his machine—in this spirit, each broadcaster did his job.

That it was recognized by such journals as the *Washington Evening Star* and the *St. Louis Post-Dispatch* and others, some of which in the past have aimed their editorial arrows at broadcasting, is gratifying. That it was noted in the *Congressional Record* by Senator Hatch, Representative Monroney, Representative Lyndon Johnson and other lawmakers, perhaps to an extent modified some of the less generous observations which have appeared heretofore in that distinguished legislative journal.

The American system of broadcasting, like democracy itself, could not, if it willed, depart from the public interest.

Tragedy hit America, but radio was ready. The Minute Man of 1776 carried a musket and a lantern. Today he carries a mike.

—Darrell Martin, in Buffalo Evening News

Those 100 Days

EDITORIAL pundits observe that the next 100 days will tell the story of the success or failure of Harry S. Truman as President. That timetable may fit for the FCC too. Let's look at the Commission's last 100 days in retrospect:

It has ordered the revocation of a station license (WOKO).

It has refused to transfer a license (WOV), setting a precedent.

It has invoked a stringent renewal of license policy.

It has issued a proposed order on rules covering filing of financial, ownership and management reports which would hew closely to public utility-common carrier requirements.

We don't say that the FCC, under the Porter chairmanship, is seeking to usurp powers beyond legal bounds; all may be permitted under the law. Before passing judgment, those next 100 days should be viewed with a critical and analytical eye.

Radio President II

IN HIS FIRST full week in office President Truman demonstrated to Washington's two most critical bodies—Congress and the radio and press corps—that the country is in good hands. And in the eyes (more aptly the ears) of the common man he proved himself a worthy successor to his fallen chief.

For radio there were momentous developments. In successive days the new President turned to the microphone to tell a waiting world in clear, unvarnished, sincere terms of his determination to carry out the war and peace policies of his illustrious predecessor. That was in the Roosevelt tradition.

President Truman paid radio magnificent tribute in selecting J. Leonard Reinsch as his news secretary (radio, press, newsreels and movies). Still in his 36th year, Leonard Reinsch is a veteran of 21 years in radio who came up through the ranks.

That appointment establishes a new and laudable precedent. It is in cadence with the radio age, for radio *is* journalism via the electronic printing press. Radio is recognized on equal footing with the printed media.

Mr. Reinsch, like his chief, has demonstrated his capacity to perform any assigned task. Because of innate fairness he will give all media equal treatment, just as his esteemed predecessor Steve Early, steeped in the tradition of the press, always has given radio an equal break. Leonard Reinsch is a broadcaster's broadcaster. Newspapering, however, is no novelty to him because for 11 years he has been identified with the newspaper-owned stations of the Gov. Cox organization.

For radio as a whole the Washington outlook couldn't be better. If anything, the hand of Chairman Paul A. Porter of the FCC is strengthened. He has known Mr. Truman well since the Presidential campaign last year. He brought Mr. Reinsch into the political firmament by naming him his radio director on the Democratic Committee, when he served as national publicity director. The liaison between the FCC and the White House—of the highest order during the few weeks Messrs. Early and Porter were on the scene at the same time—certainly isn't weakened.

President Truman is no radio neophyte either. He sat on the Senate Interstate Commerce Committee during the White-Wheeler hearings in the winter of 1943. That's where he first met Leonard Reinsch in what was the beginning of a fast friendship. But President Truman already has made it clear that he expects his departments and agencies to function in pursuit of their Constitutional and Congressional mandates.

Just as President Roosevelt was his own Secretary of State, he in some measure conceived and moulded national radio policy. His devotion to radio often was reflected in zealous efforts to protect it. That newspaper divorcement crusade was a bold example. Perhaps certain aspects of the network-monopoly regulations germinated at the White House.

Under President Truman, whose leanings are right rather than left of center, the FCC, along with other independent agencies, will have its head to a greater degree than ever.

Adding up the swiftly moving events of the last 10 days, we believe they bode safer and saner days for radio.

Our Respects To -

WILLIAM BARLOW QUARTON

WILLIAM BARLOW QUARTON is no ordinary time-peddler. Since 1931 when he emerged from a kaleidoscopic background to enter the radio field his enthusiasm and hatred for procrastination have given WMT, Columbia's eastern Iowa station with studios in Waterloo and Cedar Rapids, a top national sales record.

Born in Algona, Iowa, in 1903, Bill left his home state at 19 after three semesters at the U. of Iowa. A good civil service rating got him a job in Washington, D. C., where he enrolled in night classes at George Washington U. There, he displayed energy, enthusiasm and leadership. He managed a full-time job, attended classes, served his chapter of Sigma Chi fraternity as counsel, and acted as president of the inter-fraternity council. Each summer vacation he set out to see the world. Once he sailed to Europe on the Leviathan as an ordinary seaman.

His activities won the admiration and also the concern of Senator L. J. Dickinson, a family friend from Bill's home town. "Put all that energy and ambition into one pursuit, and nothing can stop you!" the older man prophesied as he continually urged Bill to "settle down."

But Bill hadn't found his niche. After a year in law school, he tried salesmanship, a job in a bank, another with Procter & Gamble and an on-the-side whirl with the stock market. Bill points ruefully to his prematurely-silver top when he talks about his 1929 job with a California stock broker. In 1931 he was in New York, watching a web of radio antennas blanket Manhattan's rooftops.

Back in Iowa Bill's older brother, Sumner, had caught the radio bug and assumed managership of the *Register and Tribune* 100-watter KWCR in Cedar Rapids. Bill began culling New York broadcasting ideas for Sumner. After several months of this self-appointed Samaritanism, Bill received a cryptic message from his brother, "If you're so good, come on."

When Bill, hit Cedar Rapids a few weeks later his brain children found no immediate acceptance. Conservative merchants, prejudiced by the part-time station's conglomeration of static, strained tenors and the ideas of a former, snake-collecting promoter-owner, were no pushovers. The local newspaper, fighting its rival Des Moines paper, refused to print schedules, publicity or even the call letters.

But Bill, graduated from salesman to commercial manager, kept plowing in one groove and winning. In 1934, the Cowles brothers pur-

(*Continued on page 46*)

VETERANS' BULLETIN BOARD

...IS KOIN's NEWEST PUBLIC SERVICE PROGRAM

Purpose of this series is to replace "question marks" that greet returning servicemen and women head on, with official answers to guide them to their rightful place in civilian life. To "voice" this series, KOIN recruited one of its most successful broadcasters, Newsman JIM WYATT—himself a veteran of World War I. Jim delivers "Veterans' Bulletin Board" nightly at 10:15, right after signing off Five-Star Final to the largest established news audience in Northwest radio.

It takes teamwork to win a war and build a future

No mere shot in the dark, VETERANS' BULLETIN BOARD is one of the most carefully planned programs this station ever brought out of the blueprint stage. In KOIN'S home county, there are 36 federal, state, county, city and community agencies set up to aid returning servicemen and women. However, there existed no centralized information outlet to acquaint the public with their respective services. KOIN saw here a community problem. VETERANS' BULLETIN BOARD was the result. Scripted and "leg-worked" by News Editors Les Halpin and Dale Denny, this series funnels official information to veterans already returned, and the family members preparing for that glad day when their "Johnny comes marching home again".

Joint cooperation of 36 veteran-aid agencies was pledged for "Veterans' Bulletin Board" at a planning dinner given by KOIN.

Results...!

"In addition (to veterans) I wish to acknowledge already evident results to all civilian disabled and handicapped individuals who have heard the broadcasts and have realized they are eligible for our Service. . . . It is very evident there is great future value being built up through these broadcasts as well as the obvious immediate results."

H. E. PALMER
Assistant State Supervisor
Vocational Rehabilitation Service

Skillful news sense helps Les Halpin (left) and Dale Denny of KOIN compress messages of various agencies into factual and listenable scripts. Here, they tackle Col. Paul I. Carter, head of the U. S. Veterans' Administration in Portland.

KOIN

PORTLAND, OREGON

FREE & PETERS, INC.
National Representatives

DUKE OF IOWA!

Farmer Bill in his battered topper (it's just a gag!) is not of royal lineage, but he and his kind probably make up a better market than the whole of Burke's Peerage!

For Iowa farmers are *rich* to the extent of an average income in 1943 of $7,672—with predictions of a 20% increase for 1944. As a group, they comprise the No. 1 Farm Market not only of America but of the world!

By far the best way of reaching them is through the No. 1 Farm Station, KMA—the only *full-time* farm station in this section. We give our farmer friends their market reports when they *need* them. Farm news and USDA requirements are not just *read* here; they're interpreted by men familiar with farming practices. Maybe our announcers *could* speak in elocution-school accents, but they don't: they use plain Iowa language.

And do such policies please our audiences? Well, they send us more than *twice* as much listener-mail as any other station in this area. That looks as though we offer you twice as good a chance of making sales!

Our schedules are crowded, but requests for availabilities and information are still welcome. Write us or call Free & Peters!

KMA

BLUE NETWORK

The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES AROUND SHENANDOAH, IOWA

FREE & PETERS, INC.
Exclusive National Representatives

Our Respects to

(*Continued from page 44*)

chased Waterloo's WMT from Harry Shaw (one of the founders of BROADCASTING Magazine) and began broadcasting from both Iowa cities over one transmitter located between Cedar Rapids and Waterloo. The station gained power, prestige, listeners and sponsors.

Bill's most successful campaign came in 1934. Attractive Elnora Bierkamp owned and managed The Little Flower Shop on a prominent Cedar Rapids corner. Aware of her personal charm and undaunted by the store's puny advertising budget, resourceful Bill concocted an idea. He sold Art Shepherd, second announcer in the United States to hit the street with an inquiring microphone, to an off-the-beaten track compay. Then he posted Art in front of Elnora's shop, supposedly because of its central location. Every noon thousands of listeners tuned in for the "Man on the Street, coming to you from in front of The Little Flower Shop through the courtesy of ————," and they began buying Elnora's floral arrangements as well as the sponsor's product. Bill was proving that he could win listeners, sponsors, and Elnora—Mrs. Quarton since 1935.

Bill helps put over civic campaigns with the same enthusiasm he gave to his job as two-term chairman of the NAB Code Committee. War bond campaigns, Community Chest drives, the Chamber of Commerce (1944 president), the Pickwick Club (1943 president) all can depend on him.

Ambitious Bill Quarton has had no difficulty in "settling down" in Iowa. He lives quietly with his wife and four-year-old Diana in an attractive home on Crescent St. In 1943 he became manager of WMT, now owned by the American Broadcasting Stations Inc. By concentrating on one objective—radio—he has hit the stride prophesied by Senator Dickinson.

NATIONAL Retail Dry Goods Assn. has reprinted in the April issue of "Promotion Exchange" the article on "Facsimile—A New Hope for the Press?" which first appeared in BROADCASTING. Dry Goods Magazine also prints a talk on television made by Ralph B. Austrian, executive vice-president, RKO Television Corp., Feb. 6, at the Television Press Club.

Don Searle Named As Blue-ABC V-P

Will Continue as Network's Western Division Manager

DON SEARLE has been elected a vice-president of the American Broadcasting Co., the Blue Network, Chester J. La Roche, vice-chairman of the network, has announced.

Mr. Searle

Mr. Searle will continue as general manager of the network's Western Division, a post which he assumed in August, 1944. Prior to that he was manager of KGO, the network's San Francisco outlet.

After serving in World War I Mr. Searle attended the U. of Iowa and began his radio career in his home town of Council Bluffs in 1924 where he organized and operated KOIL which later moved to Omaha, Neb.

In 1933 he became general manager of WIBW Topeka, Kan., and in 1937 he was appointed general manager of KOIL Omaha and KFAB and KFOR in Lincoln. He became general manager of KGO in April, 1943.

Before entering radio Mr. Searle worked in the petroleum industry and is interested with his brother in the Searle Petroleum Co., of Omaha, refiners and marketers. He is owner, with Herb Hollister, of KANS Wichita, Kan., and KMMJ Grand Island, Neb.

Radio, Cable Rate Cut

FCC has authorized a 20-cent word basic rate on full-rate messages to Europe, Central America, West Indies, South America and the Philippines by RCA Communications Inc. and to Europe only by the Commercial Cable Co. and Mackay Radio and Telegraph Co. The new rates will go into effect May 1. Present rates to Europe range from 23 to 36 cents a word and to Central, South America and West Indian points are as high as 45 cents a word. Corresponding reductions in code, deferred and night letter messages will go into effect.

THIS 41-MILLION DOLLAR ROUND-UP! . . MEANS BUSINESS FOR KGNC ADVERTISERS

AMARILLO, TEXAS—the "beef bowl" of America! This thriving market in the great Panhandle will chalk up over 41 million dollars this year in cattle sales alone. This isn't small stuff, is it?

It's the circulation of substantial earnings that makes KGNC listeners above-the-average prospects for your products.

And it's KGNC's mass audience that reduces your sales costs in this market.

THUMBNAIL FACTS . . . *KGNC's primary has 440,600 people. The per capita income is $900, or $3,420 per family. The total effective buying income is $354,597,850.00 (based on 1943 income). Wheat, oil, cattle, cotton, potatoes, onions, and war industries are principal sources of income in KGNC's area.*

KGNC
AMARILLO, TEXAS
The Family Station
in the Great Panhandle

AFFILIATED WITH
TAYLOR-HOWE-SNOWDEN
Radio Sales

1440 on the dial **National Broadcasting Co. and Lone Star Chain Affiliate**

MANAGEMENT

MARSHALL FIELD, owner of WJJD Chicago and WSAI Cincinnati, and **CLEM RANDEAU**, business manager of Field radio interests and the Chicago Sun, were initiated last week by Sigma Delta Chi, professional journalistic fraternity.

NILES TRAMMELL, NBC president, has been named chairman of the radio division of the Roosevelt Hospital (New York) district service expansion fund, to help raise $1,000,000 for the hospital.

OLIVER W. NICOLL, deputy chief of broadcasting for OWI in the ETO, is in New York OWI headquarters for temporary duty. Later in the month he is to go back to London and then to Paris where he will have a new assignment in the Psychological Warfare Division of SHAEF.

EDWARD KLAUBER, associate director of the OWI and for many years executive vice-president of CBS, on April 14 married Doris Larson in New York.

KUTA Buys Site

KUTA Salt Lake City, operated by Utah Broadcasting & Television Co., has purchased 50,000 square feet on Salt Lake City's South Temple Blvd. where the station plans to build a two-story structure. The building will contain four studios, auditorium, offices and FM and television facilities. Investment is expected to be about $300,000.

A. E. (Tony) SCHEFFER, managing director of the Retail Grocers Food Show at the Cincinnati Zoo for 28 years, has been named administrative assistant to **JAMES D. SHOUSE**, vice-president of the Crosley Corp. in charge of broadcasting, and **ROBERT E. DUNVILLE**, general manager of WLW Cincinnati.

BILL WARE, general manager of KWFC Hot Springs, Ark., for three years, and prior to that commercial manager of KTHS Hot Springs, May 1 joins North Central Broadcasting Co., Chicago, as account executive.

REX PREIS, account executive of KTSA San Antonio, is now assistant manager of the station.

COMMERCIAL

TED SWIFT, formerly of WEEI Boston, and **CHARLIE COMPTON**, formerly of George Hollingbery Co., Chicago station representative, join CBS Chicago April 30. **MAC WARD**, CBS Radio Sales, is assuming duties of **ROGER (Dutch) HUSTON**, moved to network sales [BROADCASTING, April 9]. **JOHN STEBBINS**, formerly of WGN Chicago, will replace Mr. Compton at Hollingbery.

VERNE BRUGGEMAN, announcer, has transferred to the commercial department of KUTA Salt Lake City.

EUGENE KRAEMER, former account executive in NBC sales and with Joseph Hershey McGillvra Co., New York, has joined New York sales staff of Adam J. Young Jr., station representative.

GEORGE LARUE has joined the local and Blue-ABC spot sales staff at KGO San Francisco.

ARNOLD R. CONTRY to WROX Clarksdale, Miss., as local commercial manager.

CBS Net Down

CBS and its subsidiary companies had a gross income of $14,791,783 for the first quarter of 1945, an increase of 1.5% from the gross of $14,577,635 for the same period of 1944. Net income for the first quarter, according to a consolidated income statement issued April 18 by Frank K. White, vice-president and treasurer, 13 weeks of this year after deduction of Federal taxes, was $1,126,545, a decrease of 3.3% from the net of $1,165,347 earned in the same time last year. Earnings per share for the quarter were 66 cents this year, compared to 68 cents last year.

N. FLETCHER TURNER Jr., member of the WABC New York sales staff, is the father of a boy.

SGT. ROBERT WOOD, former account executive in the Chicago office of WOR New York, now in the Army, has returned from Europe and is now at U. S. General Hospital in Camp Butner, N. C., for treatment of leg wounds. He has received the Infantry Combat Medal and the Purple Heart.

GEORGE IRWIN, formerly of Smith, Bull & McCreery Adv., Hollywood, has joined KECA Los Angeles as account executive. He replaces **LARRY COMPTON**, resigned.

W. RUSSELL DAWSON, formerly of Sears, Roebuck & Co., is new controller of WCAU Philadelphia.

CHML Hamilton, Ont., has appointed Adam J. Young Jr. Inc. as United States representative, effective May 1. Station operates with 1,000 w on 900 kc.

HAROLD WINTER, former media director of Raymond Spector Co., has joined the New York office of Spot Sales in an executive capacity. Mr. Winter was previously a salesman for the Katz Agency.

COL. HILL IS GIVEN ARMY PRESS POST

COL. LUTHER L. HILL last Monday assumed the post of deputy chief of War Dept. Bureau of Public Relations under Maj. Gen. Alexander D. Surles. On leave as executive vice-president of the Iowa Broadcasting Co. (now Cowles Broadcasting Co.), Col. Hill for two years has been commanding officer of Redistribution Center No. 2 in Miami. He replaces Col. Falkner Heard as BPR deputy chief. [BROADCASTING, CLOSED CIRCUIT, Apr. 9]

Col. Hill

In 1918 Col. Hill was graduated from West Point and after World War I was with the Army of Occupation in Europe. He went on inactive status as captain in 1923, and in 1936 became vice-president and general manager of the Iowa Broadcasting Co. He returned to active duty with the Army as a major three years ago this month.

Staley Using 7

A. E. STALEY MFG. Co., Decatur (Comet Starch), on April 17 began sponsorship of three singing commercial spots weekly, for 26 weeks through Hill Blackett & Co., Chicago, on WDEF WDOD WDAN KFRE WSLI WMAN KFOR.

PAUL H. RAYMER CO. *National Sales Representatives*

WTAG WTAG-FM WORCESTER

BASIC CBS

580 KC 5000 Watts

OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

Blue adds 13,976,320 Weekly Impressions

(An impressive two-week gain)

HERE at the Blue Network we've made some interesting progress recently in one specific phase of this radio business. We seem to have been able to influence more and more people to hear the shows our advertisers are putting on.

It started a few months back. We had some new ideas we wanted to try. From the experience many of us had in selling products, we thought it might be well to approach the selling of entertainment the same way. So we believe we've added some new thinking to sound promotion effort.

In place of routine promotions, we set out on Planned Promotions. We coordinated the efforts of our 196 stations the way a manufacturer coordinates dealer effort.

It was obvious that the impact of 196 stations, working with agencies and advertisers, would deliver many more listeners to the Blue.

The Sunday Night Promotion

First—we charted a Sunday-night-on-the-Blue promotion. It was only an experiment. Nobody knew how it would come out.

The individual stations took the plan, enhanced it with their own ideas and their own enthusiasm, and here's what happened:

6,800,000 more family impressions were attracted to the Blue on Sunday night . . . this in spite of well-organized previous promotions by the two other major networks.

The Morning Promotion

Well, it worked once. So it was tried again. Next came the Morning Promotion. Headquarters formulated the Plan. 196 stations put it into effect. The results?

In the first two weeks we added 13,976,320 impressions per week to our morning audience! And of course this increase came to us from the other networks.

The advance Hooper reveals that for March the Blue was the only network to lift its Share-of-audience while the other three networks dipped. And, as you know, the Blue's average rating of all morning programs is the highest of the four networks.

This is just a beginning

With progress like this, naturally we're planning other promotions. We're confident we're going to get the same kind of results with them, too. It's given us a promotional philosophy that can be summed up in two sentences—FIRST, YOU HAVE TO HAVE GOOD SHOWS TO OFFER THE PUBLIC (and ours are getting better all the time). SECOND, YOU HAVE TO LET PEOPLE KNOW ABOUT THESE SHOWS (and it looks like we've hit on a good way of doing this).

All this adds up to a pretty important thing to radio advertisers: *Now's a good time to get your franchise on the Blue!*

AMERICAN BROADCASTING COMPANY, INC.

The Blue Network

SELF-STARTER is Larry Pardi (r), elevator starter, who has been appointed a program director at WABC, CBS New York key. Arthus Hull Hayes, general manager, congratulates Malta-born Larry who trained by attending rehearsals.

LOCAL SALES for WFBL Syracuse for the first quarter of 1945 show an increase of 8% over same period for 1944.

PRODUCTION

EARL McGILL, producer-director whose contract with CBS expires June 13, is leaving the network in order to devote more time to outside work, including Broadway plays and network programs originating in both New York and Hollywood.

LT. J. PAUL LANGFORD, freelance West Coast producer, has been transferred from the radio coordination unit of AAF Personnel Distribution Command in Hollywood, to the AAF radio production unit in New York, to assist in writing and producing PDC shows such as "First in the Air" on CBS.

STEVE ROBERTSON, from KOA Denver, to KPO San Francisco as announcer.

GUY WALLACE, from WBBM Chicago, to WIND Chicago as feature announcer.

STAN CORLEY has been appointed production manager of WINN Louisville.

MARK OSBORNE, announcer at WPTF Raleigh, N. C., has resigned effective May 1 to become fulltime pastor of a church in the western part of the state.

HARRY CREIGHTON, WGN Chicago announcer, is recuperating from a tonsilectomy.

LT. G. G. YULL, formerly of the CBC, Montreal, on April 14 in England married Elizabeth Mary Phillips of Yorkshire.

KEN MURRAY, released from RCAF, is now in charge of the record library of the CBC national program department, Toronto.

CLARA ROBSON, continuity writer of the CBC, Toronto, has recovered from an appendectomy.

CHARLES E. VILLENEUVE, formerly of the CBC, Ottawa, and now with the Canadian Army overseas, has been promoted to captain.

HARVEY HANDLEY and **BILL McCLINTOCK**, released from the RCAF, have returned to the CBC, Toronto.

LT. JACK WORMSER, former NBC Hollywood sound effects man, is officer in charge of American Expeditionary station in the Mariannas.

ROGER BOWMAN, NBC announcer, will teach microphone technique and diction at the summer session of the Julliard Graduate School of Music in New York.

JIM WALDROP, NBC announcer, is the father of a girl.

TED COTT, program director of WNEW New York, is the author of "Victor Book of Musical Fun" [Simon & Schuster $1.50]. Volume is a collection of musical quizzes, anecdotes and cartoons.

ARTHUR FAZZINI, from WEED Rocky Mount, to WPTF Raleigh, N. C., as announcer.

BUD DAWSON, former sportscaster of KBIZ Ottumwa, Ia., joins KWTO Springfield, Mo.

ROBERT CIALONI, former musician and vocalist, has been named assistant to the promotion director of WIP Philadelphia.

TOM KANE has joined the announcing staff of WIP Philadelphia.

SID SINGER has taken over writing assignment on weekly CBS Pacific program "Don't You Believe It". He succeeds **CRAN CHAMBERLAIN**, CBS writer, recently inducted into the Army.

GROVER C. RUWE, former KGLO Mason City announcer, to KMA Shenandoah, Ia.

LEN TAYLOR has resigned as program director of WHBC Canton, O. to become assistant advertising manager of Tyson Bearing Corp., Massillon, O.

GENE NELSON has returned from service with the armed forces to KFAM St. Cloud, Minn., as chief announcer.

MARSHALL PACK of the announcing staff of WSPA Spartanburg, S. C., is the father of a boy.

MEL BAILEY, PRICE BURLINGAME, MEL BALDWIN and **BOB THOMAS**, from KGW Portland, Ore.; **OZZIE CRAIN**, from KFPY Spokane, and **HAROLD PARENT**, from KWIL Albany, Ore., to announcing staff of KEX Portland.

HAL BARKAS has been promoted to music director of WJNO West Palm Beach.

FRED OWEN replaces **BOB JOHNSON**, now on leave, at KGVO Missoula, Mont.

ELIZABETH HERBERT is leaving WSM-FM Nashville for New York to play dramatic roles in radio serials.

ELIZABETH HUNTER is new director of women's activities for KRLD Dallas.

BUFFALO Courier-Express STATION

WEBR

Blankets Buffalo

AND WESTERN NEW YORK

At Lowest Cost!

HERE ARE THE FACTS: 65% of the population and 70% of the total retail sales of the eight-county area in Western New York are concentrated in metropolitan Buffalo ..... well within WEBR's primary service area.

WEBR • Mutual Network

Nationally Represented by Weed & Co.

downtown ST. LOUIS at your doorstep

HOTEL Mayfair

AIR POWER OVER HARTFORD

Air power is familiar enough to Hartfordites who have seen United Aircraft's tremendous growth here. Hartford, the insurance capitol of the world, is air-minded to the tune of tens of thousands of employees in the highly-paid aircraft industry. To the market-minded advertiser, Hartford is that attractive spot on the map where employment goes at a pace which almost doubles the national per capita income. Hartford's air power provides the extra dollars which make this market so exceptional. WDRC's air power enables you to reach this entire market at one low cost.

DO YOU KNOW THIS PLANE?

The Consolidated Catalina Navy Patrol Bomber photographed here is one of the many fine planes powered by Pratt & Whitney engines and equipped with Hamilton Standard propellers, both made in East Hartford, Connecticut.

COVERAGE 2 PROGRAMS GET ALL 3 ON WDRC RATE 1 3

WDRC

HARTFORD 4 CONNECTICUT

WDRC-FM

BASIC CBS
Connecticut's
Pioneer
Broadcaster

POSING FOLLOWING the premier April 6 of *This Is Your FBI* on Blue-ABC Friday 8:30-9 p.m. are (l to r): Mark Woods, Blue-ABC president; Jerry Devine, producer; Thomas Parkinson, president, Equitable Life Assurance Society, sponsor; and J. R. Warwick, vice-president of Warwick & Legler, New York, agency in charge.

AGENCIES

MARION HARPER Jr., former manager of the copy and radio research division of McCann-Erickson, New York, has been appointed vice-president and manager of the central research department. Copy and radio research work, including a continuing study of listening, will continue under his supervision. **L. D. H. WELD** remains director of research.

DOROTHY DORAN, former radio editor of the Akron Beacon Journal, has joined the radio publicity department of N. W. Ayer & Son, New York, as assistant to **WAUHILLA LaHAY**, director. **CHET BROWER**, with the Blue-ABC publicity department on the West Coast, will join the agency's Hollywood staff as assistant in radio publicity to **JEAN McFARLAND**.

ED CASHMAN, vice-president, and **BERT OLIVER**, general manager of Foote, Cone & Belding, Hollywood, currently are in New York for home office radio conferences. Mr. Cashman returns to West Coast in early May.

RODERICK McKENZIE, from Foote, Cone & Belding, Chicago, to J. Walter Thompson Co., Chicago, as copywriter.

H. C. ROSSI, former account executive of Van Dolen, Givaudan & Masseck, New York, and the agency's president and treasurer, **LAWRENCE VAN DOLEN**, are planning to join in a new agency operation when office space can be obtained. Mr. Rossi's recording studios would form part of the enterprise. Mr. Rossi's accounts include Prince Macaroni Mfg. Co., Lowell, Mass., now on WCOP Boston.

ALFRED EICHLER, former copy director of Ruthrauff & Ryan, New York, has moved to the New York office of Dancer-Fitzgerald-Sample.

ANN C. MICHLIN, formerly with Edward L. Bernays, New York, as publicity director on Procter & Gamble's Drene, has joined the public relations department of Geyer, Cornell & Newell, New York.

LEE-MURRAY Co., New York, new advertising agency, has been established at 15 E. 40th St., New York, by **MURRAY LEVIN**, former art director of Greene-Brodie Co., New York, and **LEO STEINFELD**, former advertising and sales promotion head of Union Stationery Co. Agency will handle radio.

JOHN MOLE, formerly with Phillips H. Lord Productions, New York, has been named script editor of "Armstrong Theatre" on CBS by BBDO, New York, agency.

WALTER LURIE, recently resigned eastern program manager of the Blow Co., New York, will join the Blaine-Thompson Co., New York, on May 1 as head of the agency's new creative radio department. Blaine-Thompson plans to go into network advertising in the near future.

VERNICK Adv., Philadelphia, has changed its name to Packard Adv. Agency. **M. MURRAY VERNICK** continues as head of the agency with offices at 1801 Chestnut St.

MARY ELIZABETH JONES, from Richard A. Foley Adv., Philadelphia, to copy division of Geare-Marston, Philadelphia.

SGT. ROBERT MAURER, PRO for the Orlando Army Air Base, formerly with Henry J. Kaufman Agency, Washington, is writer and producer of three of the ten radio scripts selected by the War Dept. to be distributed to all AAF installations for rebroadcast.

C. W. CULPEPPER, following temporary leave of absence, has rejoined Hillman-Shane-Breyer, Los Angeles, as director of media and research.

MERCHANDISING ADVERTISERS, Chicago, industrial and general agency, has moved to larger quarters at 173 West Madison St.

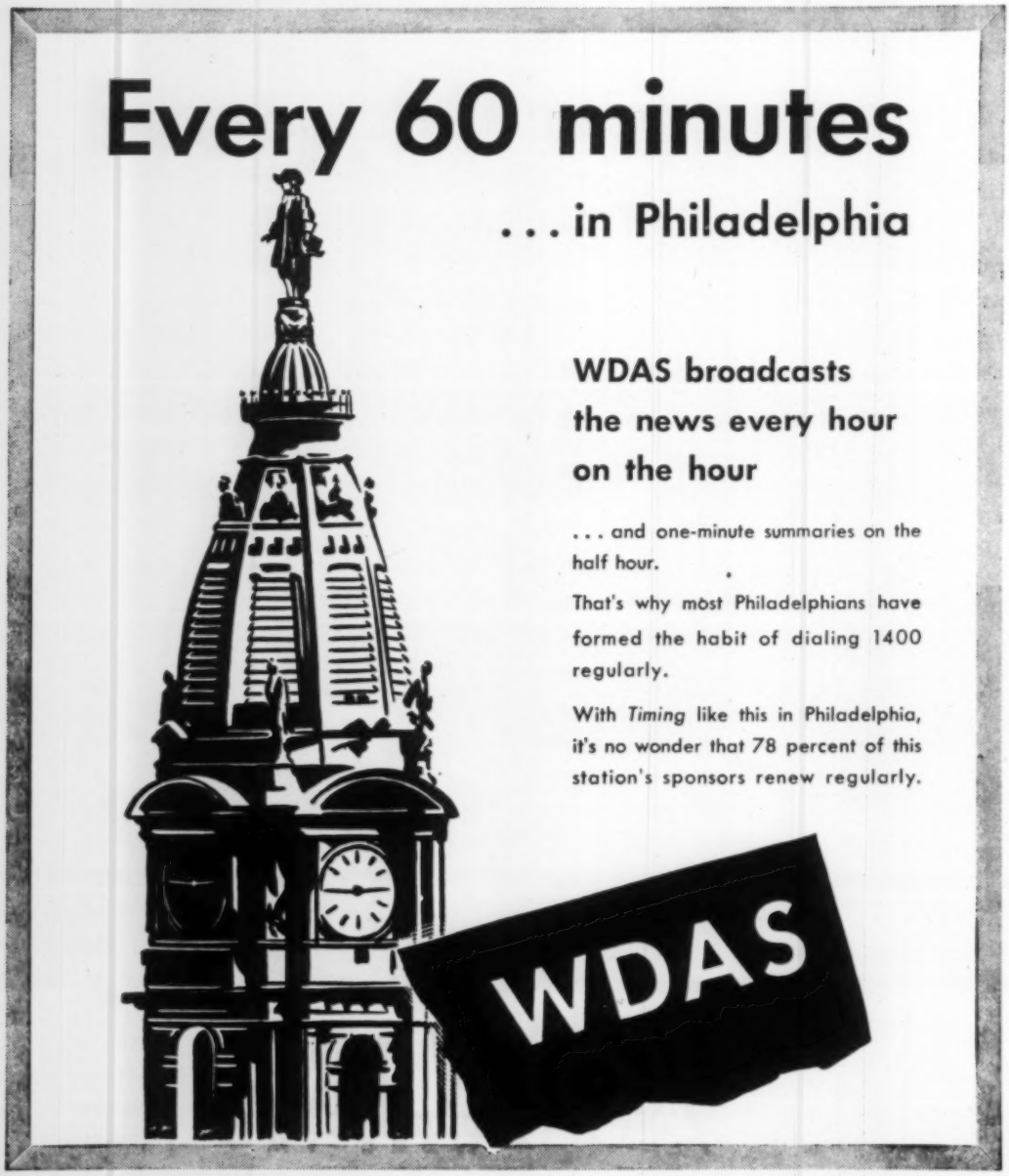
GODFREY HUMPHREYS has been appointed manager of the Montreal office of James Fisher Co., succeeding **CLIFTON TRAIN**, transferred to Toronto. Mr. Humphreys recently resigned from the priorities branch of the Dept. of Munitions & Supply, Ottawa.

J. N. KELLY, former national publicity director of the Canadian Red Cross, has joined Cockfield, Brown & Co., Toronto, as account executive.

(Continued on page 54)

MORAN & WEBB Agency, Atlanta, has been named by WSM Nashville to handle advertising.

KCRA Sacramento, Cal., will join NBC April 30, instead of April 15 as originally scheduled.


Every 60 minutes
. . . in Philadelphia
WDAS broadcasts the news every hour on the hour
. . . and one-minute summaries on the half hour.
That's why most Philadelphians have formed the habit of dialing 1400 regularly.
With *Timing* like this in Philadelphia, it's no wonder that 78 percent of this station's sponsors renew regularly.
WDAS

FOR TIRED DRAMATIC EDITORS:

A copy of "The Script Shop," by Evelyn L. Keller, recently released by Christopher Publishing House, Boston.

Contains ten half-hour plays, one short sketch, a balanced collection of comedy, drama, tragedy. Sound effects, casting problems, kept to a minimum.

Cloth binding, gold stamped—$4.00

Send your order to The Script Shop, P. O. Box 541, Sharon, Pennsylvania.

NBC Radio-Recorded Shows for Summertime Advertisers

...who want to make their place headquarters for summer products

★ If you have an advertiser looking for a summer replacement program or one who wishes to push summer weather products . . . bridge the gap between spring and fall promotions . . . NBC Radio-Recording Division offers your client exclusive rights in your town to a network-calibre show at a modest price—made possible because it's shared among many advertisers in non-competitive markets all over the country.

Any one of these six shows you choose will give prestige to your advertiser's name and products . . . will tell his customers (and prospects) where to buy them . . . and make his place headquarters for summer merchandise.

STAND BY FOR ADVENTURE . . . exciting experiences in far places among strange people. Sponsor history: Beverages, Cold Storage, Candy, Summer Furniture. 78 quarter-hours for broadcast once or twice weekly.

THROUGH THE SPORTS GLASS . . . Sam Hayes, ace sportscaster, recounts thrilling moments in sports history. Sponsors range from Men's Clothing to Sporting Goods. 52 quarter-hours for two-a-week broadcast.

THE WEIRD CIRCLE . . . modern dramatizations of the eerie masterpieces of such celebrated writers as Poe, Balzac, Dumas, Hawthorne, Victor Hugo and many others. Has been successfully sponsored by: Bakeries, Jewelers, Laundries and others. 78 half-hours for one-a-week scheduling.

TIME OUT FOR FUN AND MUSIC . . . Talented stars combine their carefree banter with entertaining music. Ice Cream, Women's Wear, Beverages and other summertime products have used this show. Two series: 26 quarter-hours in each. One series: 13 quarter-hours.

CARSON ROBISON AND HIS BUCKAROOS—all native Westerners with "country" music and entertaining patter. Sponsor history: Dairy Products to Hair Tonic. 117 quarter-hour programs. Minimum contract 39.

5-MINUTE MYSTERIES . . . new series of fast-moving thrillers with clever production pattern. *5-Minute Mysteries* has sold everything from Men's Clothing to Sunglasses. 78 three-a-week shows.

Write today for audition records and complete data.

N. B. Remind national and regional advertisers who wish to put extra selling pressure in certain markets . . . the six shows listed above are the nearest thing to live network programs and worthy of their message.

A Service of Radio Corporation of America

NBC RADIO-RECORDING DIVISION

AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

RCA Bldg., Radio City, New York · Chicago · Washington · Hollywood · San Francisco

EVER since Western Electric vacuum tubes made possible the first transcontinental telephone line in 1915, Western has been a leader in tube manufacture.

Today, Western Electric tubes designed by Bell Labs serve many of the nation's leading broadcasters — and Graybar has been able to take care of their needs throughout the war.

After the war, new Western Electric tubes—many of them growing out of important wartime developments by Bell Labs—will be available to improve peacetime broadcasting.

Western Electric

Western Electric — Distributed by GraybaR

Buy War Bonds—and hold them!

(*Continued from page 52*)

PHILIP CANE, ROBERT BORDEAU and **RAY ZOLLO** join Sidney S. Lovitt Adv., Chicago, with Mr. Cane, former publicity director of Harshe & Cox, Chicago, directing publicity and public relations; Mr. Bordeau, released from the Navy, as production manager, and Mr. Zollo, former sales promotion manager of Benson & Rixson, Chicago, as account executive. May 1 will move to larger quarters in the 540 N. Michigan Bldg.

ALLEN McGINNIS, formerly in the market research division of Schenley Distillers Corp., has joined BBDO, Los Angeles, creative staff.

CHESTER BROUWER, of Blue-ABC Hollywood publicity staff, on May 1 shifts to N. W. Ayer & Son as assistant to **JEAN McFARLAND**, West Coast publicity director.

ROBERT W. HOLBROOK has been promoted from vice-president of Compton Adv., New York, to executive vice-president. He is executive on Procter & Gamble's Crisco, a director, and head of administrative operations.

BESS HARRISON, business manager and timebuyer of Foote, Cone & Belding, Hollywood, has resigned.

DONALD L. EPHLIN, former radio director of MacManus, John & Adams, Detroit, has joined the radio department of the Moe Gale Agency, New York, doing radio sales promotion, creative and contact work.

STANLEY G. WHALEN, formerly in the advertising department of the T. Eaton Co., Toronto (national department store chain), has joined A. J. Denne & Co., Toronto, as account executive.

W. H. REID and **J. R. CHARLES** have been appointed directors of Spitzer & Mills advertising agency with offices at Toronto, Montreal and Vancouver. Mr. Reid has been with the agency (formerly Lord & Thomas of Canada) since 1928, and has been general manager at the Toronto head-office since 1943. Mr. Charles joined the agency in 1941.

WHN New York will interrupt its baseball broadcasts for important news bulletins and will broadcast a 10-minute news period between double-headers.

SPONSORS

CONSOLIDATED ROYAL CHEMICAL Co., Chicago, major radio advertiser for Krank's Shave Cream, through Russel M. Seeds Co., Chicago, has appointed Sherman K. Ellis & Co., New York, as agency for Acidine, a medicine.

CELLO WAX Co., Baltimore, has signed a 52-week contract for four weekly participations on "Breakfast With Dorothy & Dick" on WOR New York for Bluko and Cellowax through Maurice Azrael Adv., Baltimore. Another sponsor for the new program is Kay Preparations, New York, using thrice-weekly participations for 13 weeks for Formula 301, through Irving Rosen Adv., New York.

CITRUS CONCENTRATES Inc., Dunedin, Fla., citrus concentrate and by-product producer, has appointed Compton Adv., New York, as agency.

JOHN OPTIZ Inc., New York, as part of spring campaign for J-O insecticide, April 16 started thrice-weekly participation on WABC New York. Agency is Tracy Kent & Co., New York.

LEWIS FOOD Co., Los Angeles (dog, cat food), in early April started thrice-weekly participation in "Norma Young's Happy Homes" on KHJ Hollywood. Contract is for 26 weeks. Firm also uses a heavy spot schedule on southern California stations. Elwood J. Robinson Adv., Los Angeles, has account.

LOMA LINDA FOOD PRODUCTS, Arlington, Cal. (Ruskets), in early April started twice-weekly participation in "Norma Young's Happy Homes" on KHJ Hollywood; "Emily Barton, Home-Making Expert" on KFRC San Francisco and "Katherine Kitchen's Home Economics" program on KFBK Sacramento. Firm also continues participation in "Art Baker's Notebook" on KFI Los Angeles, and "Susan Litte, The Friendly Homemaker", on KROW Oakland. Agency is Elwood J. Robinson Adv. Co., Los Angeles.

AMERICAN HOME PRODUCTS Corp., Wilmington, Del., extensive radio advertiser, has announced first quarter gross sales of $30,009,000, 19% higher than the same period last year and 49% above the first three months of 1943. Gross volume for 1944 was $105,090,000.

MILENS JEWELRY Co., Oakland, will sponsor 10:30 p.m. news across the board on KROW Oakland. Agency is Theodore H. Segall Co., San Francisco.

CHRISTIAN HEURICH Brewing Co., Washington, will sponsor "Symphonic Swing" 7:15-7:30 p.m. Mon., Tues. and Thurs. on WOL Washington. Agency is Romer Adv. Service, Washington.

GIMBEL BROS. Dept. Store, Milwaukee, has signed for another year of reconstructed play-by-play broadcasts of Milwaukee Brewer games over WEMP Milwaukee, with Mickey Heath, former player and now vice-president of the team, announcing for the fifth year.

LIBERTY CHERRY & FRUIT Co. of Canada, Toronto, has started spot announcements thrice weekly on a number of Canadian stations. Account placed by James Fisher Co., Toronto.

A. WANDER Ltd., Peterborough, Ont. (Ovaltine), has started quarter-hour newscasts six-weekly on CKEY Toronto. Agency is McKim Adv., Toronto.

PREMIER SHIRT & SPORTSWEAR, Toronto, has started weekly quarter-hour programs on CKEY Toronto. Agency is Ellis Adv. Co., Toronto.

JONES BROS. Co. of Canada, Dundas, Ont. (hair tonic), has started a weekly quiz show on CFRB Toronto. Agency is Ferres Adv. Agency, Toronto.

ROBERT M. McINTYRE has been appointed advertising manager of General Motors Products of Canada, Oshawa, Ont. He has been with the company since 1924.

HUNT BROS. PACKING Corp. propose to change the corporate name to Hunt Foods Inc. to conform to the company's plan to expand its activities in the general food business. Removal of the company's sales offices from Hayward to Fullerton (Cal.) and the appointment of **A. T. MacMATH** as general sales manager also was announced. **LLOYD C. HILSZ** was named assistant sales manager and **CHARLES H. HORNBURG Jr.**, advertising manager.

SEARS, ROEBUCK & Co. Farm Store, St. Cloud, Minn., is sponsoring daily the ten-minute period 12:35 p.m. on KFAM St. Cloud, featuring the store's farm expert.

H. C. CAPWELL Co., Oakland (dept. store), has placed a 13-week program "Love Notes" on KROW Oakland to promote Cohama fabrics.

ED SCHUSTER & Co., Milwaukee, has placed its advertising account with Amos Parris & Co., New York. Radio is said to be considered.

(*Continued on page 56*)

WDSU is proud that it has been selected exclusively for the first regular sponsored daily broadcasts by the New Orleans States direct from the home of the Times Picayune Publishing Co.

Each afternoon at 2:15 PM the listeners of South Louisiana and the Gulf Coast will now hear "Stand by for the States" presenting latest news, interviews, and features by the staff of this pioneer newspaper of the South.

This will mean greater service to our audience which has just designated WDSU first* in average daytime listening in New Orleans; and follows its recent special citation by the DuPont Radio Award Committee for public service.

WDSU
NEW ORLEANS

24 HOURS **1280 KC**

*C. E. Hooper — *American Broadcasting Co., Inc.*

HORACE N. STOVIN AND COMPANY

RADIO STATION REPRESENTATIVES

offices
MONTREAL • WINNIPEG
TORONTO

TWO INFLUENTIAL SOUTHERN NEWSPAPERS

AND A "POWER-FULL" NEW YORK RADIO STATION

. . . are the newest subscribers to the fast-growing client list of International News Service.

The New Orleans Times-Picayune, the New Orleans States, and Station WOR give recognition to the outstanding news service rendered by INS.

At home and from every battlefront, INS has been consistently in the forefront with a coverage conspicuous for its accuracy, completeness and speed.

More and more the front pages of the nation's newspapers abound with INS date lines.

INTERNATIONAL NEWS SERVICE

THERE'S MUSIC A-PLENTY ON 1320!

Every Afternoon from 2:45 to 4:00 Music as you like it... Hot, Sweet, and on the Toasted Side, is the order of the day on "Club 1320" a WJHP feature. Host Al Jennings is proud that Hooperatings show WJHP has gained additional afternoon listeners. It sells... it pays!

A John H. Perry Associate

WJHP

JACKSONVILLE, FLA.

(Continued from page 54)

A. CRAIG SMITH, vice-president in charge of advertising of Gillette Safety Razor Corp., Boston, has taken on additional duties as sales head.

BURPEE CAN SEALER Co., Barrington, Ill., will sponsor participating show "Ida Bailey Allen and the World Homemakers", Monday through Friday, effective May 1 for 13 weeks on WGN Chicago. Weston-Barnett, Chicago, is agency.

MUTUAL ORANGE DISTRIBUTORS, Redlands, Cal. (Real Gold orange concentrate), in a 13-week campaign starting April 23 will sponsor daily participation in home economics programs on KIRO KOMO Seattle. For Gilt Edge naval orange juice firm in a brief campaign ending May 5 is using a total of 72 live spots on KFRC KGO KJBS KSFO KYA KGW KPO. Agency is J. Walter Thompson Co., Los Angeles.

PEDA-SPRAY Co., Fairfield, Ia., a new company manufacturing Peda-Spray for athlete's foot, and dispensers, has appointed Brisacher, Van Norden & Staff, New York, as agency.

CAL CONCENTRATE Co., Chicago (Cal Cola), has placed its account with Atlas Adv., Chicago. Radio is said to be considered.

TUGEND BLADE Co., Buffalo (Doctor's razor blades), has named Ellis Adv., Buffalo, as agency. Plans for radio are said to be included.

LYON VAN & STORAGE Co., Los Angeles, adding to its schedule, on April 23 for 52 weeks starts an approximate total of 65 spots weekly on nine Pacific Coast stations. List includes KVI KJR KEX KFBK KFSD KMJ KTMS, with one in San Francisco and Los Angeles to be added. Agency is BBDO, Los Angeles.

HOTEL CONTINENTAL, Chicago, about April 16 started six spots weekly for 13 weeks on WJJD WIND WAAF Chicago. Agency is Sidney S. Lovitt Co., Chicago.

O. J. MORRISON Dept. Store, Huntington, W. Va., is sponsoring on WSAZ Huntington "Breakfast Serenade", live local program heard Mon. thru Sat. 7:45 a.m.

JIMMY DURANTE and Gary Moore meet executives for their new CBS sponsor, United Drug Co. Seated (l to r): Arthur White, United account executive for N. W. Ayer & Co.; Howard Neill, special sales director for United; Durante; W. C. Gittinger, CBS vice-president for sales; Moore; George Kennison, United advertising manager; F. K. White, CBS vice-president and treasurer. Frank Stanton, CBS vice-president, and Howard Rose, N. W. Ayer, vice-president, on floor.

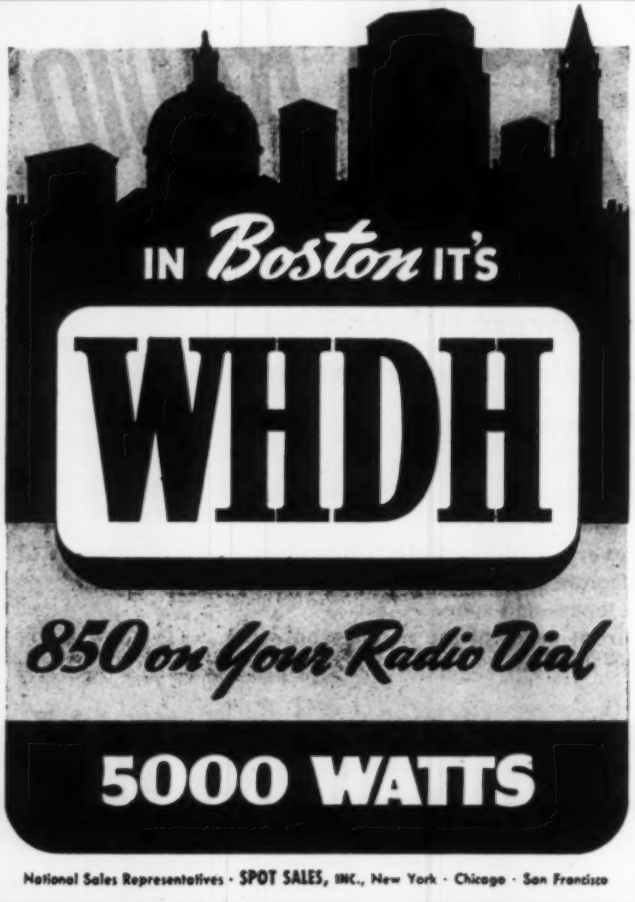
GARRIGUES LIKES 1,050-LINE VIDEO

The French 1,050-line television images are better than 1,200-line pictures demonstrated by RCA, Pierre Garrigues, chief of the bureau of special programs for the French government television station, told BROADCASTING last week. Both were laboratory demonstrations, he said, and the RCA subject was a film while the French subject was a live girl, he said, so perhaps the comparison was not completely fair, but he stated that the French picture was "more perfect, clear and continuous".

Interviewed a month after his arrival in this country to study American radio and video techniques and programming, Mr. Garrigues said that in quality of pictures actually telecast in both countries, the American 525-line image is superior to the 450-line picture broadcast in France.

Mr. Garrigues said that he saw little difference between the 525-line and the 1,200-line images demonstrated by RCA. He said that the eye is "quite satisfied" with 600, 700, 800 or 900 lines.

Existence of a "10-year plan to equip all France with television" was revealed by Mr. Garrigues, who said that it was a government plan, well down on paper, calling for establishment of transmitters in Toulouse, Remis, and several other points.



National Sales Representatives · SPOT SALES, INC., New York · Chicago · San Francisco

U.P.

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

United Press

Terrific

KCMO Packs 'Em In--
Over 13,000 Strong!

KCMO listeners broke all records—over 13,000 women turned out for the "Breakfast in Hollywood" broadcast from the Arena of Kansas City's Municipal Auditorium March 22—the **largest** daytime audience ever to witness such a broadcast in Kansas City—the **largest** audience that ever heard Tom Breneman "In Person."

For TERRIFIC results in Kansas City—include radio advertising on KCMO.

Represented by
JOHN E. PEARSON COMPANY
Chicago • New York • Kansas City

KCMO 5000 WATTS

KANSAS CITY'S *ONLY* BLUE NETWORK STATION

Powerful Popular
WCAO
The Voice of Baltimore
• America's 6th City in Population.
• Maryland's Oldest Broadcast Station.
• Columbia Basic Outlet, Since 1927.
• 5,000 Watts, 600 KC, Day and Night.
PAUL H. RAYMER CO.
National Sales Representative

OFFICERS ELECTED BY 4-A COUNCILS

OFFICERS and governors of the five sectional councils of the American Assn. of Advertising Agencies have been elected for the year ending March 31, 1945. Full roster including names of those continuing in office is as follows:

For New York council, chairman, Robert E. Lusk, Benton & Bowles; vice-chairman, Robert M. Ganger, Geyer, Cornell & Newell; secretary-treasurer, Robert B. Grady, Robert B. Grady Co.; governors, Monroe F. Dreher, Monroe F. Dreher Inc.; A. W. Lewin, A. W. Lewin Co.; Dwight Mills, Kenyon & Eckhardt.

Chairman of the New England Council is Donald D. Douglass, Harold Cabot & Co.; vice-chairman, Harold Bugbee, Walter B. Snow & Staff; governors, James Thomas Chirurg, J. T. Chirurg Co.; Richard S. Humphrey, H. B. Humphrey Co., all Boston, and secretary-treasurer, Elmer S. Horton, Horton-Noyes, Providence.

For the Atlantic Council, chairman, Lee E. Wood, Richard A. Foley Adv.; vice-chairman, Howard A. Medholdt, Aitkin-Kynett Co.; secretary-treasurer, Wesley M. Ecoff, Ecoff & James; governors, Norman W. Geare, Geare-Marston Inc., all Philadelphia.

Chairman of the central council is Fairfax M. Cone, Foote, Cone & Belding; vice-chairman, Arthur R. Mogge, Arthur R. Mogge Inc.; secretary-treasurer, Sidney Wells, McCann-Erickson, Chicago; governors, Robert B. Barton, BBDO; Willard F. Lochridge, J. Walter Thompson Co.; R. W. Metzger, Ruthrauff & Ryan; L. T. Wallace, Wallace-Ferry-Hanley Co. (all Chicago) and Enno D. Winius, Anfenger, St. Louis.

H. E. Cassidy, McCarty Co., Los Angeles, is chairman of the Pacific council whose terms expire Oct. 31, 1946. Vice-chairman is Warren E. Kraft, Erwin, Wasey & Co. of the Pacific Coast, Seattle; secretary-treasurer, Dana H. Jones, Dana Jones Co., Los Angeles; governors, Charles L. Baum, Short & Baum Adv., Portland; Robbins Millbank, McCann-Erickson, San Francisco.

MEETING WITH Dr. Frederick J. Cullen, exec. v-p. of the Proprietary Assn. of America, to improve proprietary copy, are (l to r): J. K. Mason, NBC continuity acceptance manager; J. H. Ream, CBS vice-president; Cullen; Dorothy Kemble, Blue-ABC continuity acceptance director; Edwin Otis, Mutual commercial program supervisor.

Kesten Seeks to Clear Up the Record On Testimony Given at WOKO Hearing

EDITOR BROADCASTING:

Some time ago you carried a story about the WOKO case in which you quoted statements, made by the attorney for the station, which involved the name of Mr. Faley, as president of CBS.

These statements very completely and very unfortunately misrepresented Mr. Paley, both as to the facts and as to the record before the Commission. In effect, the attorney alleged, as your story stated, that Mr. Pickard had concealed his stock ownership in WOKO at the request of Mr. Paley—all this years ago when Mr. Pickard was in Mr. Paley's employ. In fact, Mr. Paley never made such a request, and neither Mr. Pickard nor any other of the interested parties ever testified to this effect.

Since this completely false allegation was made to the Commission during Mr. Paley's absence in the armed forces, Ralph F. Colin, Mr. Paley's attorney, has fully informed the Commission of the inaccuracy of this accusation in order to correct the record at the Commission. In the same spirit, I am addressing this note to you in the hope that you will publish, in whatever way you see fit, the fact of our denial, for the benefit of readers who saw the earlier story.

PAUL W. KESTEN,
Executive Vice-President, CBS,
New York.

April 13.

THE NETWORK MOST PEOPLE LISTEN TO MOST

KSOO
SIOUX FALLS, SO. DAKOTA
1140 K C — 5000 WATTS
National Representatives
HOWARD H. WILSON CO.
NBC

WLW Medical Policy

ANNOUNCEMENTS which mention laxatives, deodorants, alkalizers or other products involving or suggesting body functions will not be accepted during certain hours on WLW Cincinnati, General Manager Robert E. Dunville has announced. New restrictions will apply to the time periods: 7:30 a.m. to 8:45 a.m.; 11:30 a.m. to 1:30 p.m.; 5:45 p.m. to 7:30 p.m. Policy goes into effect April 29.

WBNX
DAILY PROGRAMS IN
Italian
Polish
English
Jewish
German
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

DYNAMIC HANDI-MIKE

TECHNICAL DATA
MODEL 204-TC

IMPEDANCE: 35-50 Ohms.

FREQUENCY RESPONSE: 200-7500 Cps.

OUTPUT LEVEL: Into 50 ohm input; 44 db below 6 milliwatts for 100 bar signal.

SWITCH: Type "T." Press-to-talk. Vertical toggle with snap action.

CORD: 6 feet long. Rubber jacketed. 2 Conductor and shield.

CIRCUIT: Two wires direct to microphone. Switch "makes" independent circuit. For use in connection with control circuit of transmitter or other relay operated device.

DIMENSIONS: Length overall 8 inches, head diameter 2¼ inches.

SHIPPING WEIGHT: 2 pounds.

There are seven other dynamic handi-mike models from which to make a selection.

Universal Handi-Mikes have been, through these years of progress in Radio-Electronics, as common a part to specialized sound equipment as the vacuum tube is to your home radio. The same microphone restyled and redesigned progressively has met the wanted need of a rugged hand held microphone. The Handi-Mikes are now available in both carbon and dynamic microphones with a variety of switches and circuits from which to choose.

UNIVERSAL MICROPHONE COMPANY
INGLEWOOD, CALIFORNIA

REPRESENTATIVES: New York, Chicago, Kansas City, Cleveland, Boston, Tampa, Houston, Philadelphia, Detroit, Seattle, St. Paul, Salt Lake, Los Angeles, San Francisco, and Asheville.

BUFFALO'S GREATEST REGIONAL COVERAGE

WGR

550 K.C.

BUFFALO'S BLUE NETWORK STATION

5000 WATTS BY DAY
1000 WATTS BY NIGHT

BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO, NEW YORK
National Representatives: FREE & PETERS, INC.

TECHNICAL

EDMUND A. LAPORT, developer of communications equipment used by the United Nations, has been appointed chief engineer of the newly-organized RCA international division. Mr. Laport previously was on the staff of the chief engineer of the RCA Victor division, working with the international department, and before that was chief engineer of the engineering products division of RCA Victor Co., Canada.

WESTERN ELECTRIC Co., New York, on April 16 shifted headquarters of the traffic department from Chicago to the company's main offices at 195 Broadway, New York.

VICTOR H. VOSS, WIND Chicago chief engineer, is to marry **RITA POLKA,** member of the WIND traffic department, in June.

HAROLD SPENGLER, released from the Navy, has returned to WFOY St. Augustine, as chief engineer, replacing **CARL B. DELAY,** who joins Hazeltyne Corp., Long Island, N. Y., radar division. **JOHN E. (Pat) BERNHARD Jr.,** former WFOY chief engineer, is now in the radar division of Western Electric in the Pacific area. **DONN COLEE,** who resigned as control room operator at WOV New York to enlist in the Navy, is at WFOY as engineer-announcer awaiting call after passing his physical.

PVT. HARRY SANDERS, former control operator of CKY Winnipeg, was recently wounded in action with the Canadian Army on the German front.

GORDON BALLANTYNE, former transmitter operator of CKX Brandon, Man., has been commissioned a flying officer in the RCAF.

DON ROBERTSON, placed on the RCAF reserve as air gunner, has joined the technical staff of CKY Winnipeg.

JO BASIL, one of four girl engineers of KYW Philadelphia, has resigned to join the Du Mont television staff in New York as operator.

ARTHUR B. ELLIS has been appointed British Columbia regional engineer for the CBC, succeeding **NORMAN OLDING** who shifts to Ottawa.

J. L. MARSHALL has been appointed engineer in charge of the Canadian Broadcasting Overseas Unit, with headquarters in London. Teams of the CBC Overseas Unit are with Canadian troops on the western European front and in Italy. Among engineers now with the unit are **L. R. MOORE,** released by the Canadian Army; **A. J. McDONALD,** on the Italian front; **W. F. McCORD,** on the western front, and **C. W. SPEER,** in Holland.

FRED WAMBLE, formerly with KGVO Missoula, and **ELLIS DRAUTE,** formerly with World Broadcasting, Chicago, have joined the engineering staff of WBBM Chicago.

HARRY C. HEYWOOD has been appointed supervising operator of CBK Watrous, Sask.

DONALD SHEA, former WCAM Camden announcer, is new engineer at WFIL Philadelphia.

CLIFF HARRIS, former chief engineer of WIP Philadelphia, returns to the station as technical supervisor on television preparations.

HAMILTON RADIO Corp., New York, makers of Olympic radio sets, now engaged entirely in war production, has appointed Sherman K. Ellis & Co., New York, as agency.

CLARKE SANDERS, on Blue-ABC engineering staff attached to CINPAC, is returning to KGO, network's San Francisco outlet.

Hawkins Named

J. N. A. HAWKINS, electronics engineer, has been appointed general sales manager of industrial electronic products of Sylvania Electric Products, New York. Since 1941, Mr. Hawkins has been engaged in classified research Naval Warfare methods and equipment, and has served overseas. He was at one time technical editor of *Radio,* and later, chief transmission engineer of the sound department of Walt Disney Studios.

RCA Communications April 16 put in operation a radiophoto circuit between New York and Paris. RCAC now provides radiophoto service between New York and London, Moscow, Cairo, Stockholm, Berne, Buenos Aires, Paris, between San Francisco and Melbourne, from Honolulu to San Francisco.

ALEX USCHUK, for three years engineer at WJIM Lansing, Mich., has reported for induction.

ERNIE SWAN, chief engineer of CKEY Toronto, has been elected vice-chairman of the newly formed Canadian Council of the Institute of Radio Engineers.

CHARLES R. HICKS, chief engineer of WROX Clarksdale, Miss., is the father of a boy.

CHARLES A. RUTLEDGE, new to radio, has been added to the technical staff of WROX Clarksdale, Miss.

TOM BEAN, member of the control room staff of WCOP Boston, has returned to the station following an illness of two months.

COL. A. R. MARCY, former chief engineer of WSYR Syracuse now with the Signal Corps in Hawaii, is in charge of all communications in the Southwest Pacific.

HARVEY DEGERING, formerly with KGW Portland, Ore.; **HOWARD ENDICOTT,** formerly with KOIN Portland; **JACK ERWIN,** KGW; **CLARENCE McCREDIE,** KOIN; **CARL SHANTZ,** KGW; **HERBERT STRUCK,** KGW; **CHARLES HUELING,** released from the service, and **GEORGE REDFERN** are new additions to the technical staff of KEX Portland.

AL PRATT, from World Wide Broadcasting System, Boston, to WALB Albany as chief engineer.

SYLVANIA ELECTRIC PRODUCTS New York, has leased a five-story building in Marietta, O., for expansion of its electronic manufacturing facilities with production scheduled to begin at an early date. **EDWARD LEWIS** will be resident general manager and **W. R. LAMB** will be plant manager.

LEROY GRUBB is a new member of the technical staff of KFJZ Fort Worth. **J. C. IRBY Jr.** is now chief engineer of KRMD Shreveport, La. **J. L. SEAL** has joined KTBC Austin, Tex., as chief engineer.

FRANK BAUER Jr. has joined the WWSW Pittsburgh engineering staff.

WELL, WELL—
ALL THE HONORS IN PITTSBURGH

All of the Pittsburgh agencies handling radio accounts placed business with KQV in 1944—and the local boys *know* local coverage!

ALLEGHENY BROADCASTING CORP.
National Representatives: SPOT SALES, INC.

IN ARIZONA

THE ARIZONA NETWORK

Where ninety-nine percent of retail sales are made: KOY, Phoenix; KTUC, Tucson; KSUN, Globe-Lowell-Douglas. Affiliated in management with WLS, in Chicago.

JOHN BLAIR & COMPANY

A SERIES of special broadcasts on the San Francisco United Nations Security Conference and heard in every schoolroom of West Virginia, began last Friday over West Virginia stations, as a result of the statewide social action clinic.

Originating at WCHS Charleston, key station of the West Virginia Network, series is heard Friday 9:15-9:25 a.m. and features explanatory talks by Harry Brawley, principal of the Chamberlain Junior High School, Charleston. At the social action clinic, Howard L. Chernoff, managing director of the West Virginia Network, represented the state's broadcasters and volunteered to take on the broadcast assignment. The State Board of Education agreed to line up the schools.

Stations throughout the state are sharing line costs. Although WCHS is originating the programs, it receives no air credit. Rather the project is labeled a State Board of Education function. Following the 10-minute broadcast, students in every school of the state spend 20 minutes discussing Conference issues.

New on WNEW

WNEW New York teaches Russian by radio in "Let's Talk Russian" by having a member of the American Russian Institute instruct well-known personalities in new words and phrases each week. Listeners may send for a work sheet listing phrases and records used on the program. In "Memory Detectives", weekly half-hour series, studio audience competes for cash prizes by guessing the year the musical numbers played by station orchestra first appeared. Dramatic sketches containing clues are built around the musical numbers.

Prisoners' Messages

MUTUAL on Friday night aired the first recorded messages to reach the U. S. from American war prisoners in a German camp and at a later date, the network probably will broadcast others in the lot of 25 recordings brought to the States by a representative of the YMCA. Only three of the messages to families and friends were heard on the quarter-hour program Friday.

V-E Day Programs

WJJD Chicago throughout V-E Day will broadcast a program in tribute of the memory of men who have redeemed human liberty. Program is titled "Prayers for Permanent Peace". A Papal peace program of Pope Pius XII will be presented. Partially transcribed, show will dramatize the prayers for freedom and peace of America's heroes.

Folk Lore Series

AMERICAN folk lore, including legends and true stories, is dramatized on CBS in "Time to Remember", five weekly quarter-hour series, with Milton Bacon collecting material, preparing scripts and serving as narrator.

G-2 Stories

IN "The Man From G-2" the Blue-ABC dramatizes the activities of G-2, U. S. Army Intelligence, with a Maj. Hugh North as principal character. Series is based on adventure stories by Col. Van Wyck Mason.

PROGRAMS

Sea Tales, Gardening

WCOP Boston has added "New England Sea Tales", Wednesday 8 p.m., and "Victory Garden News" Monday through Saturday 6:45-7 p.m. The first, written and narrated by Lt. Edward Rowe Snow, World War II veteran, features adventure and legend of the North Atlantic coast. Second program is designed by George Graves, of the staff of the Massachusetts Horticultural Society and editor of its publication "Horticulture."

Farm Prospects

WBZ-WBZA Boston-Springfield April 10 for the seventeenth consecutive year was host at the annual meeting of the principals behind the daily New England Radio News Service Program, farm feature broadcast cooperatively by the Dept. of Agriculture, agriculture departments of six local states and WBZ since 1928. Forum programs on prospects for the new year was feature of meeting.

Job Replacements

ARRANGEMENTS for a weekly program designed to place disabled veterans in jobs for which they have received special training have been completed between Jack Burnett, assistant manager of KUTA Salt Lake City, and Col. Robert M. Hardaway, commanding officer, Bushnell General Hospital. Program will include veterans anticipating early discharge.

'Alcoholics Anonymous'

TAKEN after the national organization of the same name, "Alcoholics Anonymous" program is now heard on WWJ Detroit Saturday 7 p.m. Tested at first as a bi-weekly program in the 11:15 p.m. spot Saturday, series dramatizes true stories and interviews members of the organization which is treating alcoholism as a disease.

Newsstand Review

NEWSSTAND fans and periodical subscribers now have a weekly program on the CBC Dominion network called "Newsstand Review". Ralph Marven, former CBC farm commentator, broadcasts the Monday evening commentary of newsworthy and entertaining articles in a wide variety of periodicals.

Fun Canteen

SERIES titled "McWilliams' Fun Canteen" started April 7, 12-12:30 p.m. (CWT) on the Blue-ABC. Program is built around the "anything can happen on a furlough" idea. McWilliams leads two groups of servicemen and women contestants through extemporaneous stunts and contests.

Pan-American Series

WNYC New York in "Pan-American People's Music Series", a weekly quarter-hour, presents consular representatives of Latin American countries, native folk artists, and later will feature exchange students in New York on scholarships established by Mayor F. H. LaGuardia.

War Effort Show

TO FURTHER the homefront war effort, WSIX Nashville has started "On to Victory" Saturday 1:30-2 p.m. which includes in its format news from and interviews with local residents now overseas and with returning veterans. Recruiting and resettlement of veterans will also be tied-in on the show.

Memorial Series

WLIB New York, observing Gov. Dewey's request that New York state observe 30 days of mourning for the late President, is broadcasting a daily five-minute "Roosevelt Memorial". Each program includes either a record portion of Mr. Roosevelt's voice or a quote on his beliefs.

COLUMBIA NETWORK

WKBW 1520 K.C.

BUFFALO'S ONLY 50,000 WATT STATION

DAY and NIGHT

BUFFALO BROADCASTING CORPORATION

BAND BUILDING, BUFFALO, NEW YORK

KWJJ 1000 WATTS 1080 KC

FULL TIME STATION

PORTLAND, OREGON

ABC NETWORK

STATION TIME

SPOT ANNOUNCEMENTS

CONTACT

Burn-Smith Company, Incorp.

551 Fifth Avenue
New York 17, N. Y.

307 N. Michigan Ave.
Chicago 1, Illinois

348 Chamber of Commerce Bldg.
Los Angeles 15, California

WJW

CLEVELAND

BASIC BLUE NETWORK

850 KC 5000 WATTS

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

"THE SELLING POWER IN THE BUYING MARKET"

KWKH

THE SHREVEPORT TIMES STATION
Shreveport, La.

In the Ark-La-Tex Area, KWKH, with its 50,000 Watts is the No. 1 Medium with full coverage and SELLING POWER in this prosperous market.

The Branham Co

PROMOTION

ADVERTISING totaling 2640 lines in New York newspapers was used by NBC, plus spot announcements on its New York outlet WEAF for promotion of the network's telecast of the new Warner Bros. film "It Happened in Springfield", being released simultaneously on television and theatre screens. WNBT, NBC's New York television station, presented the movie at 8 p.m. Sunday (April 22). CBS, on its "Youth on Parade" program heard from Boston Saturday, paid tribute to the film and to Harry M. Warner, president. Agency for NBC is J. Walter Thompson Co., New York.

'Summons' to Party

FIFTH Anniversary party for Bristol-Myers Co. "Mr. District Attorney", NBC, was announced by invitations bearing all the earmarks of a formal summons, delivered by messenger from Doherty, Clifford & Shenfield, New York, B-M agency. Signed by Jay Jostyn, 'Mr. District Attorney', summons ordered the 'defendant' guest to appear at NBC for broadcast and presentation of an award to be followed by buffet supper. Formal invitation from Bristol-Myers was included.

Public Service Project

AS a public service to merchants affected by a recent OPA order requiring them to file ceiling prices by April 20, a special department was set up by KELA Centralia, Wash., to assist firms with any problems that arose. Inquiries were handled by Mrs. Dudley Gaylord of the KELA staff who is also a member of the price panel.

Record Gift

PLAYBACK recording machine and 12 albums of records have been presented to Cushing General Hospital, Framingham, Mass., by WCOP Boston. Equipment will be used in musical therapy classes at the veterans' hospital.

Book-Portfolio

PARKER WATCH Co., New York, sponsor of Johannes Steel on WHN New York, is offering a combination book-portfolio containing biographies of 10 American war personalities whose lives were dramatized in former Parker NBC series "These Are Our Men". Portfolio is designed to accommodate War Bonds and other securities. Agency is Sterling Adv., New York.

Wire Recorder Data

ARMOUR Magnetic Wire Sound Recorder and Reproducer, developed by the Armour Research Foundation of the Illinois Institute of Technology, Chicago, is explained in a 53-page "Press Book No. 1". Book includes proofs of pictures suitable for reproduction and cutlines, with complete data on the recorder.

Hayride Brochure

WBT Charlotte, N. C., caricatures the cast of "Carolina Hayride" in a bright yellow and white brochure, leading off on the cover with a sketch of a horse and the legend "Giddyap, Dobbin . . ." and continuing on the inside cover with "they're on the network now (CBS, of course)."

Suribachi Picture

RENOWN AP photograph of U. S. Marines raising the flag on Mt. Suribachi, Iwo Jima, has been issued by the KLZ Denver news department as a special promotion gift. Approximately 8 by 11 inches, reproduction is printed on dull finish paper and mounted on a cardboard frame.

KSTP Folder

SUCCESS story of the use of KSTP St. Paul by the local Sears, Roebuck & Co. store to promote a special sale is outlined in a promotion folder issued by the station. Folder is illustrated with caricature train on cover. Heading is "Ticket Taker on the Gravy Train".

PAUL MOWREY (c), Blue-ABC video manager, discusses Waltham Watch Co.'s sponsoring WABD-DuMont New York video station time breaks on V-E day with Don McClure (l), of N. W. Ayer & Son, agency for Waltham, and Ira Guilden (r), president of Waltham.

Campaign Results

THREE CAMPAIGNS on WABC New York "each of them a dramatic tribute to radio's ability to move people" are described in "Morning Magic", a brochure. Copy describes how Arthur Godfrey was credited for the donation of 2,083 pints of blood Dec. 15 in New York; how listeners contributed 30,000 Christmas gifts for servicemen through Margaret Arlen, and how Phil Cook obtained 23,000 books for the armed forces.

Cash Contest

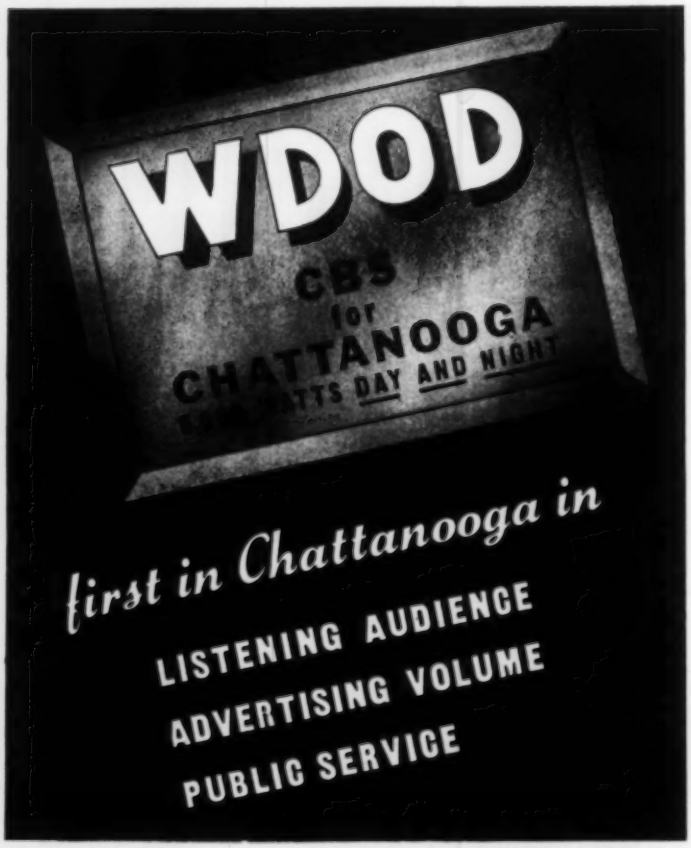
EASTERN OKLAHOMA farmers and ranchers may win prizes aggregating $2,800 in a contest sponsored by the farm department of KVOO Tulsa. Entries, which must be filed with the county agricultural agents by May 1, are to be on a pasture plan for the 1945 season. Following this, participants must report on their pasture accomplishments for the season by Sept. 15, 1945.

Promotion Personnel

CHRISTOPHER CROSS, public relations manager of BBC in New York, left last week on a midwest tour to discuss BBC programs with radio editors and station managers. He went first to San Francisco to assist **JOHN SALT**, BBC North American director, in preparations for the conference.

RHEA DIAMOND has returned to WNEW New York as assistant to **JO RANSON**, publicity and special events director, after a two-year absence during which she was chief of the special information unit of the OWI.

DEAN MOXLEY, in promotion and public service department of KFI Los Angeles, has been appointed publicity director succeeding **HAL CARLOCK**, to Blue-ABC Hollywood publicity staff.



KTFI
TWIN FALLS · IDAHO

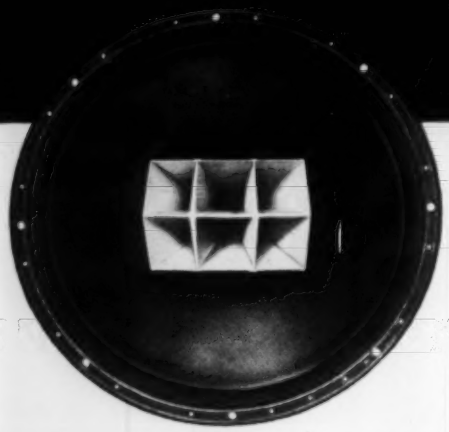
Whether for Radio's finest programs or amateur auditions, best recordings are made on

audiodiscs

AUDIO DEVICES, INC. • 444 MADISON AVE., N.Y.

they speak for themselves **audiodiscs**

KEEP OFF THE Beam



WITH THE DUPLEX SPEAKER

The very objectionable concentrated beam at high frequencies in sound reproduction is eliminated by the Duplex Speaker. Even at 15,000 cycles plus, the DUPLEX speaker distributes high quality sound 60 degrees horizontally and 40 degrees vertically as compared to the 5 degrees of single unit speakers of comparable size. Another reason why the DUPLEX is the SPEAKER that REVOLUTIONIZES the methods of sound REPRODUCTION.

SEND FOR BULLETINS

ALTEC
LANSING CORPORATION

1210 TAFT BUILDING • HOLLYWOOD 28, CALIFORNIA
250 WEST 57 STREET • NEW YORK 19, N. Y.
IN CANADA: NORTHERN ELECTRIC COMPANY

OWI PACKET, WEEK MAY 14

Check the list below to find the war message announcements you will broadcast during the week beginning May 14. OWI transcriptions contain six 50-second announcements suitable for sponsorship and three 20-second chain breaks on each side of discs. Tell your clients about them. Plan schedules for best timing of these important war messages.

WAR MESSAGE	NETWORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans
Seventh War Loan	X	X	X	X	X	X	--
Paper Salvage	X	--	--	--	--	--	--
Dangerous Pennies	--	--	--	--	--	--	X
Cadet Nurses	--	X	X	X	X	--	--
Merchant Marine	--	--	X	--	X	--	--
Don't Travel—Vacation at Home	X	--	--	--	--	--	--

See OWI Schedule of War Message 160 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

Seek New Station

BROADCAST station at the southern terminus of the wartime-built Alaska Highway, at Dawson Creek, B. C., is planned by Mrs. Helen Bilingsley and Wilna Moore of Saskatoon. Recently in Toronto on business, they report having a license for 1,000 w station at Dawson Creek.

Watch Co. Campaign

ADOLF SCHWARCZ & Son, U. S. agents for Doxa Watches, has appointed Miller Adv., New York, as agency. Consumer campaign will start in September in newspapers, magazines, direct mail, and radio, where time signals can be secured.

SENATE RESOLUTION ASKS PATENT PROBE

REVIVING Senatorial interest in foreign held radio patents, a resolution has been introduced to authorize the Senate Interstate Commerce Committee to make a full investigation of the relationship of foreign interests to radio and other communication in the United States with particular reference to patents owned or controlled by foreign interests and to agreements made by such parties.

The resolution, introduced jointly by Sen. Wheeler (D-Mont.), chairman of the committee, and Sen. Capehart (R-Ind.), first term senator who has had experience in radio manufacturing as head of the radio receiver and phonograph company bearing his name, is coincident with the termination of Philips Incandescent Lamp Work Co., licenses issued by RCA under U. S. patents.

A report on the investigation would be made to the Senate together with recommendations. The resolution also asks power to subpena whatever witnesses or evidence it may require.

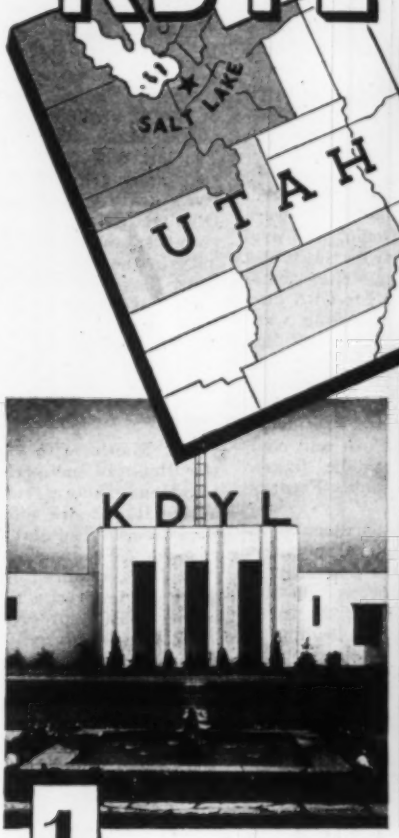
WESTINGHOUSE Electric & Mfg. Co. radio division, Sunbury, Pa., supplier of radio and radar equipment for both Army and Navy receives the Army-Navy "E" in a community-wide celebration April 18. High-ranking Army and Navy officers, a returned employee-hero wounded in the Battle of St. Lo and civic leaders took part.

Connie Stackpole's
NEW ENGLAND CUPBOARD
WNAC, Boston 4 days a week
WNAC and Yankee Network 2 days a week
Now represented by

PEGGY STONE
BROADCAST SALES CO.
New York: 280 Madison Ave.
Chicago: 360 N. Michigan Ave.
Hollywood, California
For full details and availabilities phone or write your nearest office.

10,000 WATTS • DAY & NIGHT
We're Selling POWER That's Got SELLING POWER
NEWS SPORTS MUSIC
PHILADELPHIA'S MOST POWERFUL INDEPENDENT
WIBG

KDYL typifies NBC leadership!



1 KDYL...a powerful link in the Western Division chain!

A look at the above map will show how KDYL covers the most profitable area within the State of Utah, where most people dwell—and where most money is spent.

And below... KDYL's modern transmitter... 5000 watts of power and up to the minute, unequalled radio facilities for radio broadcasting at its best!

2 And the kind of programs that earn citations from War Dept.!

"Salute to the Civilian Soldier"—a dramatized, on-the-ground program conducted in the busy, bustling war plants in and around Salt Lake City. It was one of five Radio features across the nation that won this citation from the War Department:—"The award is made for contribution to higher morale and increased production on the home front."

3 KDYL is ready with its post war plans ...and television!

As far back as 1939 KDYL was planning for television. Pictured above on the television stage—is the prize bull televised at the last Utah State Fair. NBC joins the people of Utah in the fact that it is both happy and proud to have an affiliate of the character of KDYL—a station that its citizens will hear, and eventually "see" more of as time goes on.

WESTERN DIVISION

HOLLYWOOD *Sunset and Vine* ★ **SAN FRANCISCO** *Taylor and O'Farrell*

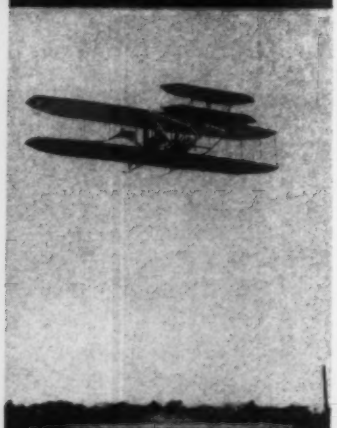
Station	City
KDYL	Salt Lake City, Utah
KFI	Los Angeles, California
KFSD	San Diego, California
KGHL	Billings, Montana
KGIR	Butte, Montana
KGLU	Safford, Arizona
KGW	Portland, Oregon
KHQ	Spokane, Washington
KIDO	Boise, Idaho
KMED	Medford, Oregon
KMJ	Fresno, California
KOA	Denver, Colorado
KOB	Albuquerque, New Mexico
KOMO	Seattle, Washington
KPFA	Helena, Montana
KPO	San Francisco, California
KRBM	Bozeman, Montana
KSEI	Pocatello, Idaho
KTAR	Phoenix, Arizona
KTFI	Twin Falls, Idaho
KTSM	El Paso, Texas
KVOA	Tucson, Arizona
KWJB	Globe, Arizona
KYCA	Prescott, Arizona
KYUM	Yuma, Arizona

of the NATIONAL BROADCASTING COMPANY, INC.

★ ★

A SERVICE OF THE RADIO CORPORATION OF AMERICA

SOMEONE
IS ALWAYS
First



WILBUR and ORVILLE WRIGHT
Make First
Airplane flight
at Kitty Hawk, N. C.

WHBQ

was the First
(and only)
Memphis radio station
to schedule regular
weekly trade journal
advertising series.

South's 24-Hour Station
WHBQ
BOB ALBURTY, General Mgr.
Your MUTUAL Friend
Memphis, Tennessee
Represented by RAMBEAU

Coverage Wins High Praise

(Continued from page 16)

serve the highest commendations". The *New York Times*, in a news story reviewing radio's performance, stated: "The greatest coverage radio ever gave to a news story ends this morning (Monday, April 16) for the broadcasting stations and networks."

Rep. Lyndon Johnson (D-Tex.) also spoke before the House in praise of radio.

CBS Cancels

The networks organized their entire program structures through the weekend to accommodate numerous special productions. Commercials were dispensed with entirely. Programs that had been in the works for weeks were discarded and new ones built to meet the solemnity of the occasion.

On CBS, special prayer services, sacred and serious music, messages of condolences from the nation's leaders and allied diplomats and details of President Truman's swearing in at the White House were included in programs Friday. The first four hastily written broadcasts of the President's passing were presented by John Daly, Ned Calmer, Maj. George Fielding Eliot and Bob Trout.

CBS correspondents throughout the world supplemented these with comments of their own. Relayed were condolences by Prime Minister Churchill, King George of England, General Charles DeGaulle, Premier Stalin. Dramatic and recitative tributes were performed by well known radio, stage and screen stars and a special prose tribute was composed by Norman Corwin. On different programs appeared Playwright Robert E. Sherwood, special assistant to the late President, Helen Hayes, Raymond Massey and others.

Clerics of all faiths were heard. Ceremonies at Hyde Park were broadcast by Tris Coffin, who previously had spoken from the White House grounds during rites there. Others participating for CBS during the period of mourning were Bill Henry, Gunnar Back, Bob Evans, Cliff Allan and Arthur Godfrey. A special Sunday evening program, *Closed Ranks*, brought tributes from the late President's neighbors in Hyde Park and comments by leading public figures throughout the nation. Frederic March was narrator.

NBC, featuring comments by Carleton Smith, general manager of WRC Washington and dean of presidential announcers, devoted 3½ days to the story of the President's death and events leading up to his interment. All commercial broadcasts were suspended when word of the President's death reached NBC's studios in New York. They remained suspended until Friday, April 13 at 6 p.m. when only sponsor identifications were permitted for those programs which could be presented in keeping with the occasion. In a special broadcast Monday morning April 16 Clarence L. Menser, NBC vice president in charge of programs, reviewed the network's coverage of the mourning period, and committed NBC to support of President Truman. The first bulletin broadcast announcing the chief executive's death was given by Thomas O'Brien, one of the network's youngest announcers, who was on duty in the NBC newsroom at the time. Participating thereafter in a series of broadcasts were H. V. Kaltenborn, Robert St. John, Richard Harkness, Don Goddard, Morgan Beatty, Don Hollenbeck and correspondents in war theaters.

Smith Covers

Mr. Smith, with Ray Henle of the Blue-ABC network, was chosen to attend funeral services at the White House and subsequently report them in a special pooled broadcast for all networks.

As was required in many program categories, the Saturday night NBC program, *Curtain Time on Broadway*, was altered feverishly just before broadcast to become one of the network's most compelling dramatic programs in the commemorative series honoring the late President. Script for the show was completed minutes before air time. Top performers in all branches of the theater were heard from all sections of the nation. Dr. Frank Black, network musical director and his assistants, prepared special music throughout the time of mourning. Among guests heard were Tallulah Bankhead, Walter Hampden, Canada Lee, Franchot Tone, Maj. Meredith Wilson, John Charles Thomas and practically all of the regular complement of NBC stars. Niles Trammell, president, appeared Friday

(Continued on page 68)

978

HARDWARE STORES . . .

. . . where $63,575,000 change hands across the counters in a single year. That's the kind of department store business you find in the WGY COMMUNITY*—that prosperous and busy section of central and eastern New York and western New England.

—And WGY is the ONLY way you can combine this valuable market into ONE coverage area.

*WGY's primary and secondary areas contain over 18 cities of over 25,000 population; 39 cities of over 10,000 population and 40 incorporated towns and villages of over 5000 population.

WGY

Schenectady, N. Y.

50,000 watts—NBC—23 years of service
Represented nationally by NBC Spot Sales

GENERAL ELECTRIC
WGY-527

A GOOD TIP FROM A NEIGHBOR

It will pay you to consider the vast possibilities of this great neighboring market. We'll gladly present facts as well as figures on how American advertisers can profitably use our network.

MEXICO

RADIO PROGRAMAS DE MEXICO
Largest Latin American Broadcasting System
P. O. BOX 1725 MEXICO D. F.

Breaking in The Junior Time Buyer

SENIOR TIME BUYER:

When selecting a New York station, always line it up with the product to be advertised.

JUNIOR TIME BUYER:

Do you mean that different stations appeal to different groups of listeners?

SENIOR:

That's it. For instance, some stations can deliver a non-duplicated market of adults with a taste for better products.

JUNIOR:

Is there such a station in the New York City trading area?

SENIOR:

Yes, it so happens that WLIB is just such a station, and they have all the figures to prove it. And besides, they can show that housewives are 75% of their total audience.

JUNIOR:

And can we get full coverage on a low cost per listener basis from WLIB as well?

SENIOR:

Yes, you'll find that WLIB's coverage map and Hooperatings prove that.

JUNIOR:

I'm glad of that, because I listen to WLIB and I love their music.

SENIOR:

I always catch WLIB's "Luncheon Musicale" show from 12:00 to 12:55 p. m. Sunday myself.

NEWS AND THE POPULAR CLASSICS WITH A BLEND OF THE MODERN

NEW YORK'S

WLIB

"THE VOICE OF LIBERTY"

Clear Channel—1190 On Your Dial

Another of the nation's leaders using the BLUE NETWORK

Among America's shrewdest time buyers . . . smart and daring in program choice, Miles Laboratories lends its magic touch to the BLUE with two of the country's long-lived, high-rating shows . . . Lum 'n Abner . . . the Quiz Kids.

. . . and like the Blue Nationally
PACIFIC BLUE IS BETTER BALANCED

Tomorrow (or will it be this afternoon?) will be the era of *PRECISION MARKETING.* Competition will be murderous; it must be met efficiently, and at low cost. It's time to prepare seriously for precision marketing. One excellent way is to use the Pacific Blue—the Better Balanced Network in the best-controlled test region in the U. S. Pacific Blue is Better Balanced in Daytime population, cost and open time. And Pacific Blue has the best time clearance record of all Pacific Coast Networks, based on reports from impartial sources. Ask to see the Precision Marketing presentation. Call us in . . .

New York • Chicago • Hollywood
San Francisco • Detroit • Pittsburgh

PACIFIC BLUE NETWORK
AMERICAN BROADCASTING COMPANY INC.

(*Continued from page 66*)

at 9:30 p.m. to deliver a special memoriam.

Thursday night following the death of the President, the Blue-ABC network mobilized its entire executive staff to participate with national leaders in a series of tributes. Among those appearing were Marshall Field, publisher; Orson Welles, writer, producer and actor; Edward J. Noble, chairman of the Blue-ABC and Undersecretary of Commerce under the late President; Justice Byrnes; Robert Hannegan, chairman of the Democratic National Committee; numerous congressional and labor leaders, as well as representatives of the Supreme Court and of the clergy.

All commercial announcements were cancelled and numerous outstanding sponsored programs likewise were put aside. Sir Thomas Beecham, recently arrived in this country, presented one of the first memorial programs in the Blue-ABC series. It was accompanied by comments by Raymond Moley, Rabbi Wise, Rev. Mr. Fosdick and Walter Winchell. Among the outstanding programs which attracted wide attention was a special tribute delivered by Orson Welles. Network commentators throughout the world were called in by Blue-ABC news chief, G. W. Johnstone, for comments. National reaction to the tragic announcement was carried from Washington, with Raymond Swing, Earl Godwin, Baukhage, Albert Leitch, Martin Agronsky, David Mills, Mr. Henle and Jack Shumaker participating. Other Blue-ABC executives speaking on the network in commemorative statements were Chester J. LaRoche, vice-chairman of Blue-ABC, and Mark Woods, president.

Dave Driscoll, news chief of WOR New York, Mutual key station, first broadcast at 5:49:30 the flash announcing the death of the President. MBS, on orders of Edgar Kobak, president, immediately eliminated all light musicals, dance bands and presentation of any commercials, permitting only sponsor identification.

At 7:15 p.m., April 12, Walter Compton, news chief of WOL Washington, attempted to broadcast a tribute to the late President from the White House but was cut off the air by order of guards. He returned one minute later with apology and continued the tribute.

Friday morning at 11:15 MBS picked up from Kansas City the story of President Truman as reflected in statements made by friends and neighbors, including an interview with a cousin, a major general in the U. S. Army. Arthur Primm and Larry Meier, recently returned foreign correspondents (Pacific), were heard in a special tribute broadcast at 12:15 p.m. Friday from San Francisco. An exclusive statement by Mme. Chiang Kai-Shek was broadcast over this network at 1:30 p.m. Friday.

Active in arranging the coverage, along with executive heads of MBS were Tom Slater, John Whitmore, Adolph Opfinger, Henry Viscardi, Robert Nobak and Floyd Mack, operating under the direction of Phillips Carlin, vice-president in charge of programs. Mutual's broadcast from Hyde Park, at 10:58-12 a.m. Sunday, April 15, was the first network program broadcast from that location. Other network broadcasts from Hyde Park were scheduled as follows: Blue-ABC 11:05 a.m., NBC, 11:10 a.m., CBS, 11:12 a.m.

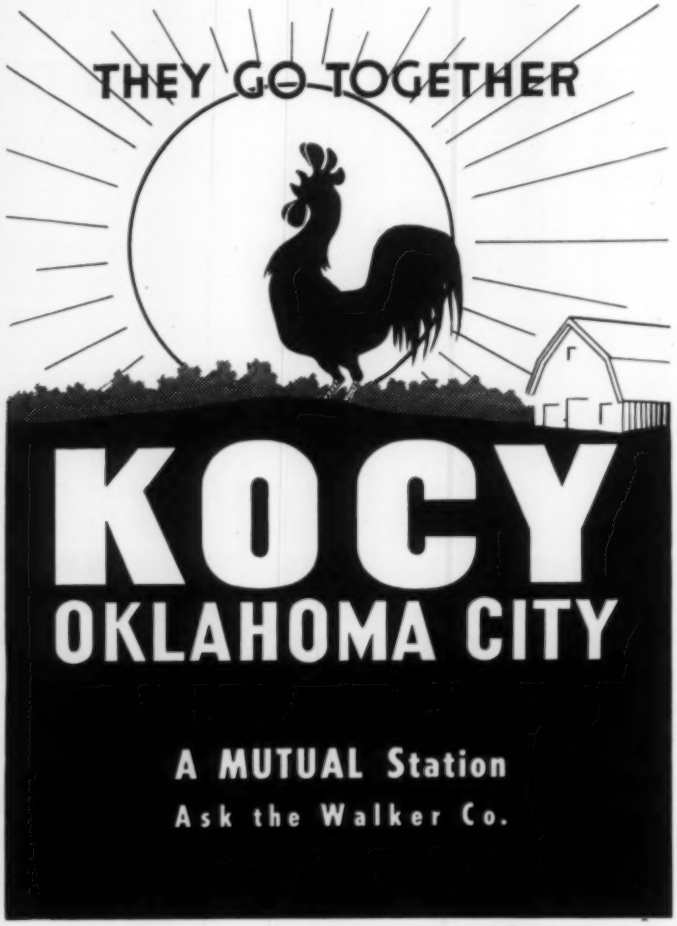
The networks, without exception, cancelled commercials completely between 5:49 p.m. Thursday, April 12 and 12 p.m. Sunday, April 15. Complete reports of programming by stations were not available but among noteworthy examples were these:

WFIL Philadelphia — broadcast the historic tolling of the Independ-

(*Continued on page 70*)

V-E Day From BBC

BBC HAS OFFERED to American networks and independent stations a schedule of V-E Day programs including man-in-the-street interviews from all parts of Britain, a thanksgiving service for the American forces at Hyde Park, a service from St. Margaret's Church at Westminster, broadcasts by political and military leaders, Scottish celebrations, a feature program paying tribute to the British Commonwealth, a Shakespeare victory program with top theatrical and movie talent. Stephan Fry, program operations manager of BBC in North America, cautioned in releasing the schedule that "because conditions under which V-E Day will be announced are necessarily unpredictable, all plans are subject to last minute change."



24 years of profitable peach fuzz

Each year over 2 million bushels... 10% of all the peaches produced in the whole South...picked in Spartanburg County alone!

CBS **WSPA** SPARTANBURG, SOUTH CAROLINA
Home of Camp Croft
5000 watts Day, 1000 watts Night
950 kilocycles, Rep. by Hollingbery

Conclusive!

WFBL MAINTAINS THE GREATEST LISTENING AUDIENCE IN SYRACUSE, N. Y.
according to latest Hooper Survey ★

Based upon nationally accepted CONCLUSIVE measurement, WFBL scores the greatest number of "firsts" . . . the largest listening audience in Syracuse, N. Y.

★ Hooper says: "Average base for conclusive ½-hour measurement, 854 homes called and therefore, acceptable as conclusive! Average base for conclusive hour measurements, 824 homes called and therefore acceptable as conclusive!"

Here is a comparison of the number of "Firsts" in Syracuse covering all periods studied by Hooper, Sunday thru Saturday

DAY TIME

WFBL	Station B	Station C	Station D
45	43	17	0

DAY *and* NIGHT

WFBL	Station B	Station C	Station D
57	44	35	1

However, a mere presentation of audience leadership is not the purpose of this message, for a Hooper survey is but one measurement of a station's true worth or effectiveness. WFBL does not believe in programming for audience ratings, but offers a balanced broadcasting of sustaining educational, religious and news features in line with the station's long-established policy of truly serving the community and rendering a public service. This, combined with WFBL's greater listening audience, makes it the Number One station in Syracuse, N. Y.

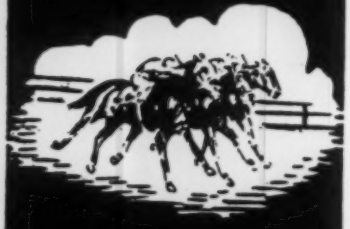
WFBL Syracuse

THE BEST STATION IN A BIG MARKET

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

WINN

LOUISVILLE



Basic Blue Network

Represented by
PEGGY STONE, New York
GEORGE ROESLER, Chicago
HOMER GRIFFITH COMPANY
Hollywood & San Francisco

HARRY McTIGUE
General Manager

(Continued from page 68)

ence Hall bell at 10 a.m. April 16. The bell tolled out the years of the late President's life. Program was carried coast to coast by the Blue-ABC network.

WWJ Detroit—broadcast on April 13 two special memorial programs, one a half-hour word picture of downtown Detroit as it heard the news; another a special memorial program from Washington featuring Blair Moody, *Detroit News* Washington correspondent. This was supplemented by Detroit pickups from St. Paul's Episcopal Cathedral and a special orchestral program from the station's auditorium studios.

Biographical Script

WJKB Detroit—prepared and produced special biographical script read by Ed McKenzie, chief announcer, against recorded organ music background. At 10 p.m. offered special half-hour broadcast of tributes, in English, by leaders among 11 principal foreign-language groups, under direction of Stanley Altschuler, director of foreign language broadcasts. Commercials canceled evening of April 12 and morning of April 13.

KFAC Los Angeles—broadcast special memorial programs, cancelled all commercials from April 12 throughout the pursuant weekend and turned over to the Warm Springs Infantile Paralysis Fund entire revenue of the station for that period as a memorial to the late President.

WOAI San Antonio—special tribute by Fraye Gilbert, newscaster.

KSKY Dallas — cancelled all commercials, scheduled series of appropriate programs.

KOME Tulsa—reported death of Mr. Roosevelt April 12 and 13 intermittently with coverage of violent tornado which centered at Muskogee, Okla., 60 miles from Tulsa, putting Muskogee radio station, KBIX, off the air. Latter station fed special on-the-scene broadcast through KOME.

WNEW New York—cancelled all commercials immediately upon news of President's death and scheduled series of special programs, including addresses by outstanding clergymen, comments by journalists and commentators. Appropriate music and memorial editions of *News Around the Clock*.

WHN New York—cancelled regular schedule of broadcasts April 13 until hour following interment of the late President April 15. Filled with appropriate music.

Religious Messages

WQXR New York—cancelled immediately all spot announcements April 13 and during sponsored programs dispensed with use of commercial copy. Scheduled through Sunday midnight appropriate music. Featured poem by Stephen Vincent Benet, read by William Rose Benet.

WOR New York—on April 12 cancelled all regular programs except news broadcasts and two periods of classical music. Scheduled special productions including religious messages by high clergymen of all faiths.

WSPA Spartanburg—presented to its listeners, three days after special program in which he had been welcomed back to city, Justice James F. Byrnes, who paid tribute to his departed chief. Program fed to CBS.

KXOK St. Louis—cancelled all regularly scheduled programs, replacing them with special half-hour program featuring excerpts from many of the late President's outstanding speeches.

WWVA Wheeling—featured spe-

(Continued on page 72)

STAR'S PRAISE

From Washington Evening Star

Impressive Performance

IT SEEMS to *The Star* that the Nation's radio networks and individual stations deserve high commendation for a display of good taste in their manner of presenting to the Nation the tragic news of President Roosevelt's death and his journey through Washington back to his final resting place at Hyde Park.

By spontaneous agreement and over a period of more than 72 hours, hundreds of advertising programs, carefully rehearsed and scheduled long in advance, were either dropped or revised to eliminate distasteful commercialism and to bring them in tune with the spirit of the occasion.

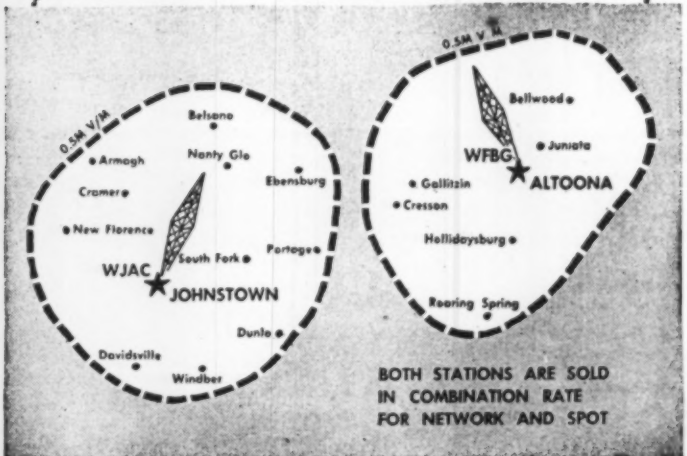
As a result, the radio news and the accompanying tributes to the late President were delivered on a plane befitting the dignity of a Nation in mourning. The simple beauty of many of the programs and the admirable restraint of the reporters and commentators established a mark, in the performance of a public service, which is the source of as much satisfaction to the public as it must be to the radio industry.

WJAC JOHNSTOWN

NBC

WFBG ALTOONA

These Two Stations Provide the Only Full Coverage of This Rich Pennsylvania Area



BOTH STATIONS ARE SOLD IN COMBINATION RATE FOR NETWORK AND SPOT

National Representatives
HEADLEY-REED COMPANY
New York, Chicago, Detroit, Atlanta, San Francisco

FOR TAILOR MADE SPOTS and PROGRAMS

TO...

U.S. RECORDING CO.
1121 VERMONT AVE.—WASH. 5, D. C.
WRITE-WIRE OR CALL FOR DETAILS

• IT'S RADIO'S BIGGEST POINT-PER-DOLLAR VALUE • BOSTON BLACKIE •

• FILMDOM'S MOST LOVABLE SLEUTH • BOSTON BLACKIE •

• IT'S RADIO'S BIGGEST POINT-PER-DOLLAR VALUE • BOSTON BLACKIE •

Now transcribed for local and regional sponsorship

"BOSTON BLACKIE"

The half-hour adventure-detective show that created a network rating sensation for Rinso!

AT 10 TO 10:30 P.M. "BLACKIE" TOPPED:

1. ITS COMPETITION 2. ITS PRECEDING PROGRAM

3. ALL FRIDAY NIGHT HALF HOURS ON ALL NETWORKS

Write, wire or phone

FREDERIC W. **ZIV** COMPANY

2436 READING ROAD · CINCINNATI, OHIO

NEW YORK · HOLLYWOOD

• FILMDOM'S MOST LOVABLE SLEUTH • BOSTON BLACKIE •

KTSA AREA
INCLUDES 23.11% OF TEXAS EFFECTIVE BUYING INCOME
22.89% OF TEXAS RETAIL SALES
24.18% OF TEXAS POPULATION
CBS
KTSA
SAN ANTONIO
550 on the DIAL
AFFILIATED WITH
TAYLOR-HOWE-SNOWDEN
Radio Sales

(*Continued from page 70*)

cial program of music by youngsters on its regularly scheduled *Stars of Tomorrow* children's show April 14 under direction of Dick Biddle, staff announcer.

KPO San Francisco—cancelled all regularly scheduled programs from announcement of death through Sunday, April 15. Fed special programs to NBC, featuring commentators Elmer W. Peterson, Larry Smith and George Thomas Folster, the latter recently returned from the Pacific War Theater.

KCMO Kansas City—in a special arrangement with KXOK St. Louis, itself broadcast and fed to the latter station special religious service honoring the departed President and his successor—from the Grandview Baptist Church, Grandview, Mo., home church of President Truman. Service conducted by the Rev. Wilbern Bowman, pastor and friend of Mr. Truman.

WTAG Worcester—(recent winner of DuPont and Peabody awards)—cancelled all commercial programs and announcements from the time of President's death through Sunday, April 15.

WNBT New York television station—suspended all commercials for two days and on Friday night presented 15-minute newsreel film depicting highlights of President's life.

WOWO Fort Wayne—carried, among other tributes, special program by Samuel Jackson, former United States Senator and permanent chairman of the 1944 Democratic National Committee. Program later repeated in feed to Blue-ABC network.

WDRC Hartford—at the time news of the President's death reached station, State Governor Baldwin was preparing to go on the air with a cancer talk and Republican Town Chairman Frank Tindale, as well as Democratic Town Chairman John Lee, were in the studio for interviews. All three participated immediately in a special broadcast of tributes.

WRVA Richmond, Va., cancelled all commercials from 6 p.m. Thursday until sign-on Monday. Memorial services at St. Marks Episcopal Church, 8:30 p.m. April 12, were carried by WRVA.

These represent general policy of stations throughout the country. All network affiliates, of course, received constant network service built around commemorative programs.

Final Rites

(*Continued from page 16*)

gracious keeping leave we now Thy servant sleeping' . . . bird songs . . . the volleys shot over the grave . . . the bark of a little lonely dog . . . Taps . . . the coffin lowered into the earth. . . ."

Baukhage made his broadcast at 11 a.m. from the little house on East Market Street, Hyde Park, of Martin Berrigan, a Seabee home on furlough, who had invited many of his neighbors to witness the historic event. CBS also set up its equipment in the same house, Mr. Coffin going on immediately following Baukhage and later again describing the services on the Admiral show at 2:30 p.m.

Carleton Smith, manager of NBC's Washington outlet, WRC, and network presidential announcer since the late President took office in 1933, made his broadcast at 11:05 from a church near the Roosevelt estate. With a background of low organ music, Mr. Smith gave a detailed description of the burial services, giving the full text of the prayers which The Rev. W. George Anthony read at the burial.

Walter Compton, Mutual announcer, aired his description from Freer's Restaurant, which was the closest point any of the networks had obtained to set up facilities and was thus the first to begin his broadcast. He started a few minutes before 11 a.m. The burial services had begun at 10 a.m. Mr. Compton said about 150 people had gathered at the "barbeque joint" where Tom Slater, Mutual director of special events, was awaiting him when the Army car which had been made available to transport the commentators from the services made its first stop on its route to the improvised "studios".

16 on Co-Op Series

TOTAL of 16 sponsors started participation last week on Ed and Pegeen Fitzgerald's *Breakfast at Home* feature, sold out one week before starting on WJZ New York as a six-weekly series 7:50-8:15 a.m. A half-dozen of the accounts have followed the program from WOR New York, including Minwax Co., through R. T. O'Connell Co., and Davidson Bros. for Mary Barron Slips, through Briggs & Varley. New clients, in addition to those previously reported, include F. Schumacher & Co., for drapery fabrics, through Anderson, Davis & Platte; Pieter DeWitt diamonds, through Greene & Brodie; H. Hicks & Sons, through Altomari Adv., for gift baskets and fruits; Maritime Milling Co., for Hunt Club dog food, through Everett L. Bowers Inc., Buffalo; William A. Nesbitt, custom tailor, direct.

Tennessee Valley Net

TENNESSEE VALLEY Network, a new regional chain consisting of WROL Knoxville, WKPT Kingsport and WOPI Bristol, began operation April 15. Full time lines are maintained but the group was formed as a supplement to NBC service, which is carried by all of the stations. WROL is key station and regional sales agent.

KANSAS CITY IS A KOZY MARKET
PORTER BLDG.
KANSAS CITY, MO.
EVERETT L. DILLARD
General Manager
ELIZABETH WHITEHEAD
Station Director
Pioneer FM Station in the Kansas City Area
Ask for Rate Card 3

"The following is electrically transcribed..."

on PRESTO discs!

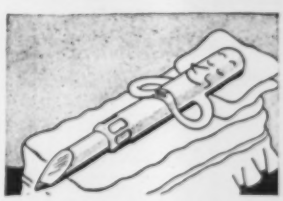
To any modern youngster or her Mommy, the Super Suds jingle is as familiar as the works of Mother Goose. In two years, this merry snatch of song has proved itself a commercial with "super-do"—lilting its way into the musical memory of America, and, incidentally, selling a whacking big heap of suds.

Super Suds "spots" are cut on PRESTO discs. *Most important transcriptions are.* For recording engineers know that PRESTO discs give finer results with less margin for error—*actually perform better than most of the recording equipment on which they are used.* That's why you'll find, in most large broadcasting stations, recording studios and research laboratories, the standard recording disc is a PRESTO.

WHY BROADCASTING STUDIOS USE MORE PRESTO DISCS THAN ANY OTHER BRAND

Less Surface Noise

No Distortion



Easier on Cutting Needle

No Fussy Needle Adjustments

WORLD'S LARGEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS

PRESTO

RECORDING CORPORATION

242 West 55th Street, New York 19, N. Y.

Walter P. Downs Ltd., in Canada

83
rating!
More Listeners
Than The Next 3
Stations Combined!

AVAILABLE FOR SPONSORSHIP
LEIF EID
NEWS
COMMENTARY
6:05 to 6:15 P. M.
Monday thru Saturday
(following Esso News)

FIRST in WASHINGTON
WRC
NBC
Represented by NBC SPOT SALES

Vast FCC Powers Proposed

(*Continued from page 15*)

in the interim report unless that corporation directly or indirectly owns 25% or more of the voting stock of the licensee. Any change in officers, directors or stockholders of a corporation other than the licensee, which results in a change in control of the licensee, must obtain the Commission's consent under Sec. 310(b) of the Communications Act, the Order points out.

Where information is required with respect to a corporation having more than 50 stockholders, the licensee may request a modification of the requirements "so far as applicable to the particular case". The Commission defines its various terms as follows:

"Stock" shall include any interest, legal or beneficial in, or right or privilege in connection with stock; "officer" or "director" shall include the comparable officials in unincorporated associations; "contract" shall include any agreement (including, without limitation, an option, trust or pledge) or any modification thereof, express or implied, oral or written. The substance of oral contracts, arrangements, and understandings shall be reduced to writing."

In its order the Commission directs "particular attention" to proposed Sec. 3.103(c) covering exceptions to the ownership reports of corporations of more than 50 stockholders. "If any person is of the opinion that this section should specify the exceptions contemplated by the rule, specific suggestion should be made as to the form in which the exception should be expressed," said the order.

The Commission also invited comment as to whether "any or all of the information required to be filed by the proposed Rules 1.301-1.304 should be open for public inspection."

Newsmen Awarded

CECIL BROWN and Frank Singiser, MBS commentators, are to receive awards from the United Businessmen's Assn. of Philadelphia, at a dinner April 26. Mayor Bernard Samuel will present an award to Mr. Brown "for being the outstanding commentator on the air", and to Mr. Singiser "for excellent presentation of news" and outstanding preparation of broadcast material.

DAVID H. HARRIS, program director, WTAG Worcester, Mitzi Kornetz, Virginia Gaskell, Lorette Charon were guests of honor at a luncheon given April 11 in New York by the United Nations Information Board in appreciation of their "constructive and far-reaching services during the "Worcester and the World" series, for which the previous evening WTAG had received its third Peabody Award.

Clear Channel

(*Continued from page 15*)

(1) Do you have a radio? In working condition? (2) How late at night do you listen? (3) What stations do you hear better? Day? Night, or What stations can you hear? Day? Night? (4) What programs do you want that you can't hear now?

Questionnaires to be used by personal interviews will contain those four questions plus these: (5) What program classification do you like best? [16 classifications are listed including news, comedy, audience participation, variety, drama, music of various types, religion, sports, markets, talks of various types]. (6) Are you getting satisfactory radio service? Day? Night? Summer? Winter?

May Cost $125,000

Cost of the survey has been estimated at from $125,000-$150,000. The FCC invited networks and stations to share the expense, although no decision was reached. Mr. Smythe told the committee, however, that the FCC will conduct the listener canvass in any event but that the Commission hopes to make it more useful through industry participation "from start to finish".

The survey committee will meet again in a fortnight to adopt formally a list of questions. It appeared likely that the Bureau of the Census would conduct the survey, inasmuch as that agency is set up for such operations. Attending Wednesday's meeting, in addition to Messrs. Hyde and Smythe, were:

Clure H. Owen, assistant chief, Broadcast Division, FCC engineering Dept.; J. B. Sheridan, FCC economist; Edward F. Evans, Blue-ABC; Hugh Feltis, BMB; Grant A. Wrathall, KUTA Salt Lake City, representing independent stations; C. Maurice Wieting, National Council of Farmer Cooperatives; Mr. Caldwell, J. O. Maland and Paul Loyet, WHO Des Moines, representing the CBS; John K. Churchill, J. W. Wright, CBS; Philip Merryman, B. T. Rumple, NBC; Paul D. P. Spearman, Manfred K. Toeppen, representing Regional Broadcasters Committee; Duke M. Patrick, communications attorney.

Wallace L. Kadderly, chief, radio division, Angus Campbell, division of program surveys, Dept. of Agriculture; D. W. Obendorfer, Budget Bureau; W. G. Madow, A. Ross Eckler, Bureau of the Census.

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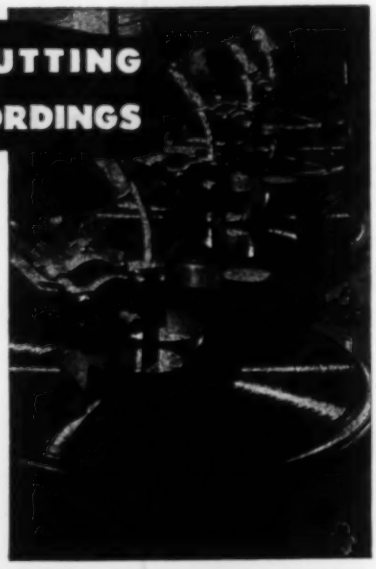
OF YOUR RECORDINGS



33⅓ RPM transcriptions for broadcast or audition use.

24 HOUR SERVICE
—packaged and shipped from Chicago.

Aluminum based material available for broadcast use.

Write for complete details and prices.

L. S. TOOGOOD
RECORDING COMPANY
221 N. LA SALLE ST. CHICAGO 1

BLUE NETWORK
WFMJ
YOUNGSTOWN OHIO
28th METROPOLITAN DISTRICT
MORE LISTENERS PER DOLLAR
Ask HEADLEY-REED
New York, Chicago, Detroit, Atlanta, San Francisco

THE artist has used up most of the space in this ad showing 36.6% of a luscious pie, right on your plate, Mr. Time-Buyer. He has just left us enough room to point out that the pie represents the retail business done right across Canada, and 36.6% is the amazing percentage which is transacted in CFRB's primary area, according to the current Bureau of Broadcast Measurement report.

In case you like figures, here they are:

Total Retail Sales in Canada	$2,755,569,000
Total Retail Sales in CFRB's Primary Area	$1,008,826,000

(Figures are latest releases of the Dominion Bureau of Statistics)

HELP YOURSELF TO THIS FINE WEDGE OF PIE, MR. TIME-BUYER
by scheduling

CFRB

10,000 WATTS OF SELLING POWER — 860 KC TORONTO

Represented By

HEADLEY REED COMPANY

New York : Chicago : Detroit

Atlanta : San Francisco

Wider Recognition for Radio

(*Continued from page 13*)

Leonard Reinsch back. When we gave our consent, we were not sufficiently mindful of the tremendous tasks ahead of radio in connection with television, frequency modulation and what not. On special occasions, for your personal uses, his services could be availed of without embarrassment to us. It might not seem a patriotic impulse which prompts this message, and yet I am sure on reflection you will see it is justified.

Mr. Reinsch told BROADCASTING afterward that he would be pleased to serve the President in any capacity desired and that he would handle all radio affairs on a call basis. Thus, he will carry on in virtually the same capacity in which he has performed since Mr. Truman's nomination last summer as Vice-President.

But among radio folk on the Washington scene the move was regarded as a moral victory for Washington's spat-and-cane press corps—the uppercrust boys. Rank and file newspapermen covering the White House appeared enthusiastic about the original Reinsch appointment and didn't see eye to eye with their superiors.

Radio newsmen, jubilant when the President first announced Mr. Reinsch's appointment, were indignant over the turn of events. The Radio Correspondents Assn. was prepared to take up the issue and there was spontaneous talk of memorializing the President to appoint a radio secretary (obviously Mr. Reinsch) in addition to a press secretary. Mr. Ross was named simply the press secretary, with the radio assignment presumably to be handled via the "on call" procedure.

Radio reporters have been clamoring for better facilities both at the White House and in the Congressional galleries. In the Tuesday Reinsch announcement they saw a recognition of radio which removed any vestige of news distinction between the media. When the Friday announcement came, they knew the powerful old-line press, which has steadfastly refused to recognize radio news parity, had won.

President Calls Cox

Mr. Reinsch actually had assumed his new duties without portfolio only hours after the tragic death of Mr. Roosevelt. He has been at the White House practically continuously since April 12, occupying the private office next to the President's Oval Room office. He moved to the Early-Daniels office last Tuesday.

The 36-year-old Reinsch (he will be 37 in June) was appointed by President Truman in one of his first official announcements at his Tuesday news conference. It happened even before Gov. Cox, Mr. Reinsch's chief for the last 11 years, knew about it. President Truman, it is reliably understood, called the Governor at his Miami home a couple of hours after the appointment to ask for the young broadcaster's release. Thus, Mr. Reinsch, by Presidential fiat, had severed his association with Gov. Cox as managing director of the three Cox stations—WIOD, Miami, WSB Atlanta, WHIO Dayton. But all that changed after the press pressure group piled in.

There was another radio face in evidence at the White House, too. At the elbow of Mr. Reinsch during the first news conference was Dr. Frank N. Stanton, energetic CBS vice-president and an oldtime friend and associate. He was there at Mr. Reinsch's behest to advise him on certain aspects of public relations work. Dr. Stanton journeyed back to his Madison Ave. duties following the Tuesday night address of President Truman to the troops which, incidentally, hit a rating of 53.6, or an audience of 45,000,000.

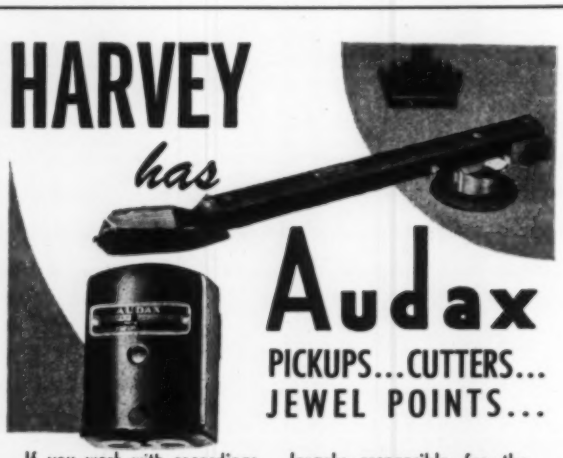
If the White House appointment had stuck, Mr. Reinsch would have relinquished not only his Cox stations connection but also membership on the NAB board of directors as a large station director, to which he was elected only last March, as well as his directorship on the board of Broadcast Music Inc., a post he has held since last year. He was on the NAB's Legislative Committee and, among his other radio attainments served as president of the Ohio Broadcasters Assn. while manager of WHIO.

All those in Washington radio beamed over legislative and regulatory prospects. They saw in President Truman's initial pronouncements the steering of a steadier legislative course. They foresaw a quick departure of the radical fringe, which long has sought to tighten the Governmental grip on the medium.

With Chairman Porter at the FCC and Mr. Reinsch on call at the White House, as radio advisor, the old Democratic team is reestablished. No overnight miracles are expected, but brighter days are foreseen in contrast to the situation which obtained only months ago. Then with James Lawrence Fly as chairman of the FCC and Mr. Early at the White House, there was no eye-to-eye appraisal of radio regulation. It was an open secret that Messrs. Fly and Early didn't like each other and didn't get along. But Mr. Fly had the Presidential ear on radio.

President Truman made a 10-

(*Continued on page 78*)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Audax
PICKUPS...CUTTERS...
JEWEL POINTS...
If you work with recordings, cutting or playing them, AUDAX equipment needs no introduction. You are, undoubtedly, familiar with the extraordinary engineering and skillful, sensitive craftsmanship that have made them as famous and desirable as they are today. AUDAX pickups are the only pickups to incorporate the unique "relayed-flux" principle — so largely responsible for the sharp, clean cut facsimile reproduction of Microdyne. And AUDAX cutters and jewel points, too, are designed to reproduce with maximum clarity and brilliancy over longer periods of time.
You can now get your AUDAX equipment through HARVEY, distributor of fine radio and electronic equipment. Upon receipt of suitable priority, reasonably prompt delivery is assured.
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HARVEY RADIO COMPANY
103 WEST 43rd STREET • NEW YORK 18, N. Y.

"Like home, ain't it—except no radio with WFDF Flint."

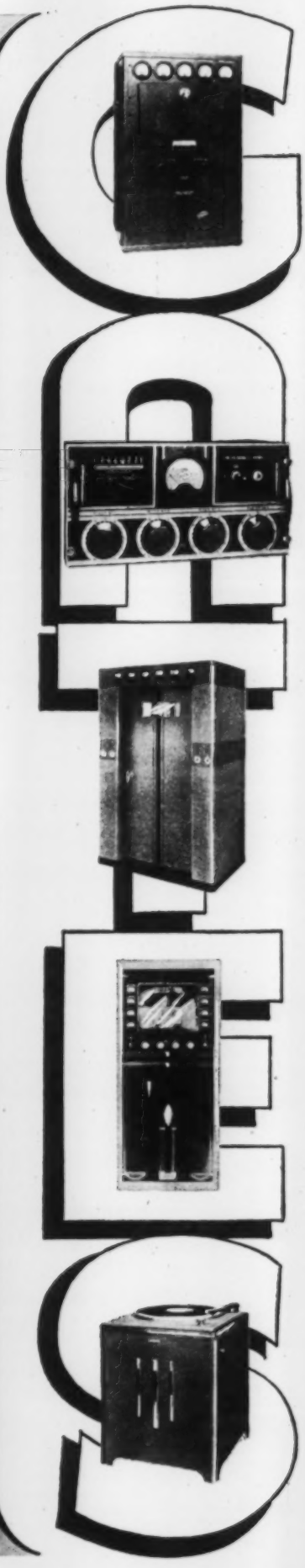
A NAME TO KNOW

Gates Broadcasting Equipment is Now Playing A Vital Role In The War Effort . . . But Planned To Give You More Efficiency At Lower Cost in Peacetime . . .

Gates

RADIO COMPANY
QUINCY, ILLINOIS, U. S. A.

Manufacturers of Radio Broadcast Transmitters, Speech Equipment, Antenna Tuning and Phaser Units, Amplifiers, Remote Equipment, Broadcast Station and Transmitter Accessories.



GATES PORTABLE BROADCAST TRANSMITTERS are rapidly being set-up in liberated countries to again bring happiness to those who need it so badly.

GATES FAMOUS DYNAMOTE is typical of the portable remote amplifiers that are on nearly every war front reporting circuit.

GATES TRANSMITTERS are in use from world-wide front lines to high-powered Trans-Atlantic telephone and telegraphic circuits.

GATES BROADCAST TRANSMITTERS made before Pearl Harbor are still paying off to U. S. broadcasters with trouble-free performance at a time when repair parts are so difficult to obtain.

GATES TRANSCRIPTION EQUIPMENT is serving overseas broadcast service, in both war theatres, and in international broadcasting stations.

Actions of the FEDERAL COMMUNICATIONS COMMISSION

APRIL 14 to APRIL 20 INCLUSIVE

Decisions . . .

ACTIONS BY ADM. BOARD

APRIL 16

United Broadcasting Co., Akron—Placed in pending file application for CP new FM station.

Radio Broadcasting Corp., Twin Falls, Ida.—Same.

Larus & Bros. Co., Richmond, Va.—Same.

Pinnelas Broadcasting Co., St. Petersburg, Fla.—Same.

United Broadcasting Co., Columbus, O.—Placed in pending file application for new commercial TV station.

United Broadcasting Co., Akron—Same.

ACTIONS BY COMMISSION

APRIL 17

1370 kc WFEA Manchester, N. H.—Granted vol. assign. license from New Hampshire Broadcasting Co. to H. M. Bitner.

1490 kc WRLD West Point, Ga.—Granted vol. assgn. license from L. J. Duncan, Leila A. Duncan, Josephine A. (Keith) Rawls and Effie H. Allen d/b Valley Broadcasting Co. to L. J. Duncan, Leila A. Duncan, Josephine Rawls, Effie H. Allen, Allen M. Woodall and Margaret A. Pill d/b Valley Broadcasting Co.

WDAK Columbus, Ga.—Same.

660 kc KFAR Fairbanks, Alaska—Granted extension special service authorization 660 kc 10 kw unlimited time for period ending 5-1-46; conditions.

910 kc KVAN Vancouver, Wash.—Denied petition (without prejudice to consideration of application as a whole on its merits) for grant in part of application for CP change assignment.

KAVE Carlsbad, N. M.—Granted license renewal for period ending 8-1-46.

KFJI Klamath Falls, Ore.—Same.

WKOK Sunbury, Pa.—Same.

KGY Olympia, Wash.—Same.

KICA Clovis, N. M.—Same.

KYUM Yuma, Ariz.—Same.

WMEX Boston—Granted license renewal for period ending 5-1-48.

WNOX Knoxville—Same.

KFBK Sacramento—Same.

NEW-1240 kc Midwestern Broadcasting Co., Cadillac, Mich.—Adopted memorandum opinion granting CP new station 250 w unlimited; conditions.

APRIL 18

WHEB Portsmouth, N. H.—Granted motion to dismiss without prejudice application for CP change assignment.

Key Broadcasters Inc., Wilkes-Barre, Pa.—Granted petition for leave to intervene in hearing set 4-30-45 on application of Baron Broadcasting Co. for new station Wilkes-Barre.

WBAX Wilkes-Barre, Pa.—Same.

Northeastern Pennsylvania Broadcasters Inc., Wilkes-Barre, Pa.—Same.

Baron Broadcasting Co., Wilkes-Barre, Pa.—Granted permission to amend application for CP new station to show substitution of name of P. J. McCall for J. Myron Honigman in all respects.

Applications . . .

APRIL 16

NEW-42.1 mc State Teachers College, West Chester, Pa.—CP new noncommercial educational station, 1 kw, special emission for FM.

NEW-1240 kc Jacksonville Broadcasting Co., Jacksonville, N. C.—CP new standard station, 250 w unlimited.

NEW-45.0 mc KEVR Seattle—CP new FM station, 1804.9 sq. mi., $37,300 estimated cost.

1340 kc WCMI Ashland, Ky.—CP install synchronous amplifier (dismissed at request of applicant).

APRIL 17

NEW-1240 kc New Iberia Broadcasting Co., New Orleans—CP new standard station 250 w unlimited.

Tentative Calendar . . .

APRIL 23

FURTHER HEARING

KFVD Los Angeles—License renewal.

KPAS Pasadena—License renewal.

APRIL 27

The Brockway Co., Massena, N. Y.—CP 1340 kc 250 w unlimited (WMFF, intervenor).

NEW-1450 kc Augusta Broadcasting Co., Charleston, S. C.—CP new standard station 250 w unlimited, amended to reflect changes in stockholders.

APRIL 20

NEW-46.5 mc Haverhill Gazette Co., Haverhill, Mass.—CP new FM station, 4,340 sq. mi., $28,725 estimated cost.

NEW-43.5 mc WJEJ Hagerstown, Md.—CP new FM station, 22,150 sq. mi., $40,210 estimated cost.

NEW-46.3 mc—WRDW Augusta, Ga.—CP new commercial FM station, 8,940 sq. mi., $36,700 estimated cost.

NEW-1230 kc Rio Grande Broadcasting Co., Gallup, N. M.—CP new standard

610 kc WSGN Birmingham—Involuntary transfer control from Victor H. Hanson, deceased, to Ruth Lawson Hanson, executrix, and C. B. Hanson Jr., and Harry P. Johnston, executors.

NEW-48.5 mc Mark K. Wilson, Chattanooga—CP new FM station, 16,826 sq. mi., $51,300 estimated cost.

1340 kc KCRA Sacramento, Cal.—License to cover CP new standard station.

Recognition

(Continued from page 76)

strike at his initial news conference—the biggest of record, with 348 newsmen present. He answered all questions tersely and to the point, or he put them off with no comment. He retained the Roosevelt rules on no direct quotation without specific authority and no attribution on background observations.

There will be one news conference a week—not the Tuesday and Friday sessions of the past. The conference will be held whenever the President has something to say—Tuesday, Wednesday or Thursday. He will use a turnabout system, alternating the time to give morning and afternoon releases even breaks.

President Truman first announced the appointment of Matthew J. Connelly as his confidential assistant but his role will be that of appointment secretary, succeeding to the duties of the late Maj. Gen. Edwin M. Watson. Then he said Leonard Reinsch would help him on press and radio matters and pointed out that he had been the radio expert of the Democratic Committee. He added he was most efficient.

The newsmen jam-packed in the Oval Room were in a dither. They couldn't get the name or the spelling. Some news reports questioned his appointment on press matters, strongly inferring that a press secretary would be named and that Mr. Reinsch would confine his activities to radio. Mr. Reinsch signed his first letter as administrative assistant to the President.

Almost Forgot

PRESIDENT TRUMAN almost addressed Congress last Monday without formal introduction by Speaker Rayburn. The networks were on the air, each describing the President's entry into the House chamber. Various announcers told the millions listening in that Speaker Rayburn (D-Tex.) would introduce the President. But President Truman, a veteran of the Senate and "at home" with his former colleagues, reached the rostrum and began: "Mr. Speaker." The off-mike voice of Speaker Rayburn was heard to say: "Just a minute, Harry, wait'll I introduce you, will you?" The President replied with an informal "Okay, sure," and the Speaker gave the usual: "It is my privilege to present the President of the United States." When the ovation subsided President Truman once more addressed the Speaker and Sen. McKeller (D-Tenn.), president *pro tem* of the Senate, and began his speech.

No Ivory Tower

• Where our armed forces march with guns, *there* go NBC War Correspondents with microphones—bringing listeners right to the front lines . . . to the fighter's side. NBC men broadcast from no Ivory Tower.

Nor is NBC's complete, on-the-spot news service planned only from the tower of New York's RCA Building. It results from the careful, painstaking fieldwork of such men as William F. Brooks, Director of the NBC News and Special Events Department—the first network news head to visit both Allied headquarters in the Pacific and in the European Theater of Operations.

Recently returned from a ten-week trip to Pacific and European battlefields to survey and expand NBC's coverage of the war, Brooks conferred with Admiral Chester W. Nimitz, high-ranking Army Generals, Brendon Bracken, British Minister of Information, and other United Nations' leaders.

Upon his return Brooks said: "Every Army group now has facilities to transmit directly or by relay into our network at home. Every officer with whom I talked deeply appreciates the value of getting news home quickly and accurately."

• • •

Skilled, on-the-spot comprehensive planning and direction, plus the initiative, self-sacrifice and courage of NBC War Correspondents moving in the front lines, plus the facilities and co-operation of the Army, the Navy and Marines and foreign commercial radio companies—these are the elements of the superlative service that makes NBC *The Network Most People Listen To Most—For News, Too.*

William F. Brooks, Director of NBC News and Special Events Department, with members of NBC's European staff of war correspondents in Paris, February 13, 1945. Left to right: David Anderson, Stanley Richardson, John Morrissey (standing), Brooks, Chester Morrison and Paul Archinard.

National Broadcasting Company

America's No. 1 Network

1945—RADIO'S 25th ANNIVERSARY—PLEDGED TO VICTORY!

A Service of Radio Corporation of America

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Operator-announcer. First class radiotelephone license. Must be capable of news and commercial announcing. For regional NBC station in western city of 25,000. Good postwar future. Box 932, BROADCASTING.

First class engineer wanted for 250-watt Indiana Blue Network station. Permanent job for right man. State full particulars and salary expected in first letter. Box 399, BROADCASTING.

Transmitter engineer, 1st class license, guaranteed weekly earnings, $52 per week with 5 kilowatt CBS New England station in small city with better than average living conditions. Immediate opening. Box 484, BROADCASTING.

Wanted—A 1,000-watt NBC affiliate in Wisconsin is in need of an experienced news editor. Air experience desirable but not necessary. Preference given to returned veteran. Give complete information, including salary expected. Box 521, BROADCASTING.

Announcer—250-watt NBC affiliate in a fine metropolitan midwest city needs a good versatile announcer who can handle ad lib record and talent shows, news and commercials. Small, cooperative staff, excellent working conditions. No prima donnas, please. $65.00 per 48-hour week to right man. Tell us all about yourself. Box 524, BROADCASTING.

Control operator. Experienced or inexperienced. Write for full details. Permanent position. Charles W. Brannen, Chief Engineer, WAGE, Syracuse, N. Y.

Recent college graduate. Excellent opportunity business side radio. Box 529, BROADCASTING.

Wanted—Radio engineer and technical supervisor for one of the nation's outstanding 50,000 watt stations. Must be college graduate, know radio theory as well as practical application. Must have considerable experience and qualifications for experimental and development work in AM-FM and television. Excellent job with good future for competent man. Box 536, BROADCASTING.

Somewhere there is a girl with radio experience who would like a job in continuity and traffic in a small progressive midwest station. Shorthand advisable. If you qualify, write complete details as to age, experience, etc. Box 537, BROADCASTING.

Announcer—Have opening for experienced announcer with knowledge of control board operation. Permanent position with good future. Excellent working conditions in 5 kw CBS Network affiliate. Give experience, age, draft status, salary requirements in first letter. Box 538, BROADCASTING.

TRANSMITTER ENGINEER FOR 5 KW MIDWEST BLUE NETWORK STATION. MUST HOLD A RADIO TELEPHONE FIRST CLASS LICENSE. PLEASE SUBMIT AN OUTLINE OF EXPERIENCE AND EDUCATION. BOX 539, BROADCASTING.

Announcer—$40.00 for 40 hours, daytime schedule on network station. Midwest city over 100,000 west of the Mississippi. Replies confidential. Box 540, BROADCASTING.

Wanted—Man with good background and experience in program writing and production. Must have showmanship and versatility. Permanent position and good salary. Send copy of some original scripts with reply. Intermountain Broadcasting Company, Salt Lake City, Utah.

Combination announcer-operator with first class ticket for Alaska station. Will pay $250 per month and transportation from your present location to Alaska and return on contract six months or more. Excellent opportunity to see Alaska this summer returning home this fall, if you wish. Permanent with excellent prospects for advancement, if you decide to stay. Wire or write Edwin A. Kraft, 708 American Building, Seattle, Wash.

Chief engineer wanted on KGFW Kearney, Nebr. Permanent man showing initiative and responsibility has privilege of securing interest in business if desired. Write complete particulars, immediately.

Radio Station KHMO is enlarging its announcing staff and is in need of an additional announcer at once. You will need to operate your own turntables and must be experienced. Send audition transcription and write complete details as to age, experience, draft classifications, and how soon available, to Radio Station KHMO, Hannibal, Missouri.

Wanted—Transmitter engineer with radio-telephone first class license. Address replies to Chief Engineer, WIBX, Inc., Utica, N. Y.

Help Wanted (Cont'd)

WGCM Gulfport, Mississippi, Blue Network affiliate has permanent position open for announcer.

Need urgent, first phone engineer experienced in studio, transmitter maintenance and remote broadcasts. Permanent position with 250 watt Blue Network station for right man. Call or wire collect, Chief Engineer, WORD, Spartanburg, South Carolina.

Whatever became of all those good old dependable announcers? You know, the steady, reliable kind that you could count on and compliment for their good work? We need one. We offer steady employment, compatible surroundings and good salary. Are there any? KTFI, Twin Falls, Idaho.

CBS midwest affiliate needs specializing announcer for disc spinning. Handle one late hour nightly; half hour in P.M.; remaining hours staff work. Build sale-ability of your shows and talent money increases. $150 monthly basic. Box 551, BROADCASTING.

Salesman wanted—Man familiar with small market station operation and real understanding of radio sales. Send record of experience, references and photo first letter. Network station in center of richest farm area in west. Write Box 552, BROADCASTING.

Opportunity for fluent and imaginative, but stable and sincere, staff announcer familiar with transcribed libraries to create and announce saleable shows at non-metropolitan NBC station, Rocky Mountain Area, non-defense farm community with good post war future. Please send transcription, photo, references, sample script. Write Box 554, BROADCASTING.

Wanted—Top flight staff announcer with quality selling delivery for regional network affiliate station in northwest. Send references, photo, transcription with application. Box 553, BROADCASTING.

Wanted—Platter turner for Musical Clock type daily program. Must have good air personality, dramatic ability and qualified experience in this kind of program. Write Manager, WKY, Oklahoma City, Oklahoma.

Situations Wanted

Announcer. 5 years experience sports, news, commercial, ad lib, M.C., remote shows. Good disposition, clean cut, dependable. Permanent 4F. Permanent position only. $225.00 monthly minimum. Available few weeks notice. Box 542, BROADCASTING.

Situations Wanted (Cont'd)

Engineer—34, married. Ten years studio, transmitter. Permanent. Box 543, BROADCASTING.

Experienced announcer seeking program director, chief announcer position. Stable family man. Go getter seeking permanent job. War veteran. University graduate. Earning $65.00. Age 24. Box 544, BROADCASTING.

Announcer—Now employed 5 kw station. Interested in permanent job with organization either large or small where other duties can be combined with announcing. Have executive experience. Box 545, BROADCASTING.

Continuity writer and supervisor—Young woman capable of producing top quality saleable copy. Desires change for greater opportunity. Box 546, BROADCASTING.

Salesman—College graduate, draft exempt, sells on character, no high pressure, proven results. Qualified for commercial manager, prefer east. Give full details in first letter. Box 547, BROADCASTING.

Sports and commercial announcer seeking work in midwest, preferably Chicago for $65.00 week. Four years dramatics. Now Chief announcer. Discharge. Box 548, BROADCASTING.

Producer - writer, wide background drama and music, experienced public service broadcasting, seeks programming or production post in progressive station building local programs. 4F. College graduate. Available July first. Box 549, BROADCASTING.

Former newspaper editor-columnist, with four years special events-interview-commentary broadcasts, employed by large station, interested in position as overseas correspondent for station or group of stations. Has engineer and equipment for overseas recordings, if necessary. Box 550, BROADCASTING.

Top newsman wants connection after May 15. Prefer northern midwest or northwest. Draft proof. Best references. Box 523, BROADCASTING.

Available—Honorable discharged production man. Copy writer, programming, announce news, sports, ad lib. My experience can speak for itself in results. Salary to start must fit my ability. Open for interview. Start now. Prefer south. Write, wire, phone Hugh Harling, 425 North Woods, Sherman, Texas. 2020.

Announcer—All around experience network affiliate. Married, dependable. Prefer midwest. Box 557, BROADCASTING.

Situations Wanted (Cont'd)

Assistant manager or program manager with ability and enthusiasm to back up complete knowledge of programming and production. If you're interested in a man educated and experienced in these phases of radio, and others, who can handle personnel responsibilities and who welcomes opportunity to give maximum, well directed effort please write, stating salary to Box 555, BROADCASTING.

Some local station owner is looking for a manager with ability, sincerity, honesty, and thorough knowledge of station operation. Young family man who lives radio wants opportunity to keep station at height of efficiency. Position must be permanent. This man will really work for you. Send details and salary. Box 556, BROADCASTING.

Station manager. Eleven years experience. Can efficiently and profitably assume complete responsibility. Box 558, BROADCASTING.

Wanted to Buy

Wanted—Everything for 100-watt station. Cash, trade, lease. Box 438, BROADCASTING.

For Sale

For sale—Six brand new tubes in original cartons number F 128 A 1000 watt. Special price of $100.00 each. Box 541, BROADCASTING.

BMI-ASCAP SUIT MAY BE DISMISSED

DECISION in the court dispute between BMI and ASCAP, involving performing rights to the Edward B. Marks Music Corp. catalog, is expected April 25 in the New York Supreme Court by Justice Ferdinand Pecora.

Started as a test case in June 1941, the action by BMI against ASCAP may be dismissed by Justice Pecora as not within jurisdiction of his court, the Justice indicated Monday and Tuesday, when counsel for both sides summed up their cases. Justice Pecora asked BMI counsel to submit briefs showing cause why the case should not be brought before a Federal court as an infringement suit.

Suit centers around ownership of performing rights to several thousand songs listed in the Marks catalog which were bought by BMI in December 1940, for one million dollars, when Mr. Marks, like many of his songwriters, was a member of ASCAP. In January 1941, Mr. Marks withdrew from ASCAP by not renewing his five-year contract. Three Marks songs, all written by ASCAP members except one which was done in collaboration with a non-ASCAP writer, were selected for the test case.

Godfrey Goldmark, representing BMI, asked a declaratory judgment awarding them full performing rights to the Marks catalog on the basis that those rights were assigned to ASCAP by Mr. Marks during his ASCAP membership but when Mr. Marks did not renew his contract, they reverted to the publisher. Louis D. Frolich, attorney for ASCAP, and John Schulman, representing the individual songwriter defendants, charged BMI with conspiracy to destroy ASCAP, citing the million dollar sale of the performance licensing rights to BMI. Counsel for the defendants asked for a dismissal of the case on the grounds that it belongs in a Federal court.

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Network Tributes Paid Ernie Pyle

ERNIE PYLE, whose GI copy from the field won the respect and devotion of readers round the world, turned down a $3000-a-week offer to put his dispatches on the air just before he left for the South Pacific, where he was killed by a Jap machine gun bullet.

The offer, made by a New York advertising agency, was presented in the interest of Westinghouse E. & M. Co. The company planned to give the proposed programs nationwide distribution.

Disc Series

Mr. Pyle, a Scripps-Howard writer, was asked to transcribe, in the field, three columns a week. The transcriptions would have been shipped back to the States for processing and broadcast. This offer, one of many radio proposals made to the distinguished correspondent, interested him more than others, but like the others was rejected.

Mr. Pyle wrote often in his dispatches that he was not interested in offers outside the pale of his chosen profession—columning. He said that his job of reporting GI activities took up all his time. He maintained that his broadcast voice was very poor. Only departure from his resolution was to author a book —which, in fact, was but a compilation of his columns—and to permit the movies to dramatize his wartime role.

All networks broadcast special tribute programs in Ernie's memory last Wednesday, with war correspondents, service men and officials of the *Washington Daily News* and Scripps-Howard organization participating. Mrs. Raymond Clapper, widow of the late Scripps-Howard columnist and Mutual commentator, also killed in the Pacific, took part in a Blue-ABC program.

In a story to his station last Friday Milton Chase, WLW Cincinnati correspondent on Ie Shima, said he was the last fellow-correspondent to see Ernie alive and talk to him. Ernie and Milt sat on a bluff watching landings on the beach. They talked of the horrors of mine fields —Ernie's greatest fear—of Albuquerque, his home. Milt left for headquarters ship to file copy. Ernie elected to remain. They shook hands and Ernie called out: "I'll see you guys in some other area."

GLEESON ATTACKS NEWSPAPER CRITICS

CALLING the campaign against middle commercials on newscasts an "organized move on a national scale" by "newspapers and some newspaper-owned radio stations" to force newscasts off the air, W. L. Gleeson, president of KPRO Riverside, Calif., and of the Radio and Television Stores Inc., has written to J. Harold Ryan, president of the National Association of Broadcasters.

"This campaign," Mr. Gleeson continues, "is only the opening gun. Once they scare radio stations into giving in, the next move will be that there should be no sponsored news on the air." Making news programs unprofitable, the broadcaster believes, will cut down their number and give newspapers their former advantage in the information field.

"Let's not fall for it," he pleads. "It will lead in time to the greatest set-back in . . . progress of radio and free speech ever to befall the American people. The Riverside station never uses middle commercials," he continued.

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"RENEW AS USUAL"
says WILLARD KLINE, KTSM, EL PASO
THE SHADOW
Available locally on transcription—see C. MICHELSON, 67 W. 44 St., N.Y.C.

At Deadline...

WOW CHALLENGES GOVERNMENT CONTENTION

OPPOSING a brief submitted by the Government to the U. S. Supreme Court suggesting that the Nebraska Supreme Court decision on WOW Omaha be held in abeyance until settlement is arranged by the parties involved [BROADCASTING, April 2] the station entered a brief last week stating the Government's stipulation is "unrealistic and worse than futile and is contrary to the basic character of the entire case".

Instead, the brief requests that the petition brought by a stockholder of the Woodmen of the World Life Insurance Society, lessor of the station, be dismissed. James Lawrence Fly, WOW counsel and former FCC chairman, contended setting the lease aside goes beyond the court's jurisdiction since it also sets aside the license and closes down an essential public service.

CBS MEASURES STATION EFFECTIVENESS

CBS last week distributed a listening area and circulation map which shows station effectiveness in three levels. They are: primary, all counties in which it is listened to by at least two-thirds of all radio families one or more times a week; secondary, counties in which the station is listened to by from one-third to two-thirds of all radio families once or more a week; tertiary, counties where station is listened to by at least 10% of all radio families three or more times weekly. Information is based on CBS controlled-mail ballot on which the network received 75% return on 250,000 ballots.

TOWER SITES DISCUSSED

DISCUSSIONS were to have been held over the week-end to resolve objections by St. Paul-Minneapolis Airport Commission to proposed locations of WTCN and WLOL Minneapolis antenna towers south of the air field "because of hazards to planes". Representatives of Civil Aeronautics Authority, FCC and station officials were to discuss matter in Minneapolis.

FREE TO TALK

THERE'LL BE NO censorship of the discussions by wounded veterans on the Army-Navy-Red Cross series starting on Blue-ABC May 2, according to an official release. Clifton Fadiman, m.c. until June 25, will continue unless plans for USO tour of *Information Please* materialize. First three programs will feature Bob Hope, Bing Crosby and Fred Allen, calling long distance to hospitals from Hollywood. Title changed from *We Live Again*, to *The Road Ahead*.

OHIO TIME CHAOS

SEVERAL Ohio broadcasters who for two years have been alternately on Standard time by State legislation and War time by local option, return to Eastern War Times Sunday, April 29, necessitating almost statewide revision of schedules. Eighteen cities returned to War Time April 1.

ASCAP RETURNS

GOV. DWIGHT GRISWOLD of Nebraska has signed a bill passed by the State Legislature repealing the anti-ASCAP law passed in 1937 and permitting ASCAP to resume operations in the state. Action taken last Thursday.

BMB GETS OFFICES; CRITES ELECTED TO BOARD

LOWRY H. CRITES, media director of General Mills, has become a member of the BMB Board, replacing A. N. Halverstadt, media director, Procter & Gamble Co., as one of the ANA representatives on the board.

BMB executive committee on Friday signed a two-year lease for headquarters offices at 270 Park Ave., New York. Will take occupancy first week in May if remodeling is complete.

People

FCC CHAIRMAN PAUL A PORTER will speak on "Communications for Peace" Friday night at the annual birthday anniversary dinner in memory of Samuel Morse, given in Baltimore by the Morse Club of America. Mr. Porter will broadcast a quarter-hour version of his talk on NBC at 10:45 p.m.

DOROTHY PARSONS, radio timebuyer for Mitchell Faust Adv., Chicago, for last 10 years, leaves May 1 to join L. W. Ramsey, Chicago, in charge of radio production.

FLEETWOOD LAWTON, NBC commentator, has been awarded Asiatic-Pacific Service Ribbon in a personal letter of citation from Gen. Douglas MacArthur. He was cited for "meritorious service in the South Pacific with forces of this command", by General MacArthur.

MURRAY GRABHORN, assistant general sales manager, Blue-ABC, has been nominated for the presidency of the Radio Executives Club of New York. Also nominated for offices in the organization were Craig Lawrence, general manager WHOM, vice-president; Helen Wood, station representative, secretary; Claude Barrere, WEAF, treasurer.

EDMUND A. CHESTER, CBS director of Latin American relations, has received from the Republic of Chile the order of "Al Merito" in recognition of "long service to Chile as a newspaper and radio executive". Mr. Chester was one time AP bureau chief in Chile.

ELIAS I. GODOFSKY has resigned as president and general manager of WLIB New York and is to leave in a month. Marvin Berger, WLIB secretary, has been named acting manager. Mr. Godofsky is negotiating to purchase a station.

LT. COMDR. J. HARRISON HARTLEY, USNR, who was assistant special events director of NBC before the war, has returned to this country from his post as CINCPAC Radio Public Relations Officer. He will resume duties as Officer-in-Charge, Radio Section, Navy Office of Public Relations, Washington.

DR. J. J. McCANN, Liberal member of Parliament for Renfrew, Ont., in recent years chairman of the Parliamentary Committee on Broadcasting, has been named Minister of National War Services, under whose jurisdiction comes the Canadian Broadcasting Corp. He succeeds Maj. Gen. L. R. LaFleche, resigned.

Closed Circuit

(*Continued from page 4*)

SURVEY OF FARM service programming a activities of the nation's broadcast stations being brought to completion by the War Fo Adm., Agriculture Dept. Full data should b ready by May 1. It is understood the FCC ha shown interest in the report and has requeste a copy.

SPECULATION over whether the *Newar Evening News* will become operator of WBY Brooklyn, which it has contracted to purchas or WHOM Jersey City was heard last wee Gardner Cowles Jr., president of Cowle Broadcasting Co., said a number of proposal had been made for WHOM but no decisio had been reached. If WHOM is sold it is pre sumed that it will be for the same net pric Cowles paid less than a year ago—$350,00 plus adjustments. The paper obviously coul not acquire both outlets under the FCC duopoly regulations.

M'DONALD BLAMES NETS

IN A TELEGRAM Friday to every Membe of Congress Comdr. E. F. McDonald Jr., pres ident of Zenith Radio Corp., Chicago, calle for immediate Congressional action to pre vent the FCC from moving FM upward in th spectrum. "Unless Congress uses its influenc promptly to urge FCC to abide by the 7-1 preponderance of the technical evidence, th question ceases to be a technical one and be comes an economic and institutional issu and I believe the networks will be successfu in their efforts to delay their new competitor FM," wired Comdr. McDonald.

HEAVY CONTRIBUTION

AMERICAN business supported the Govern ment wartime home front information cam paigns by contributing $302,248,775 worth o advertising, the War Advertising Council esti mated in a report on its third year of activity made Friday in New York. The figure repre sented a 6% increase over the previous year's estimated total of $284,888,441 and marked a new high.

IT&T GROSS UP 50%

INTERNATIONAL Telephone & Telegraph Corp. and subsidiaries had gross earnings o $109,936,916 in 1944, a gain of more than 50% over the 1943 gross of $73,037,399. Company's net income was $7,808,745 in 1944, up 33% from the previous year's net of $5,664,396. Federal Telep. & Radio Corp., manufacturing company of IT&T, had sales of $90,788,199 in 1944, of which 95% was equipment for use by allied armed forces.

TWO-WAY FM

NEW YORK chapter of Associated Police Communications Officers, meeting in Schenectady, on Friday was given the first demonstration of General Electric Co.'s two-way FM emergency radio equipment, operating on 156 mc with radiotypewriter multiplexed on the same carrier wave.

RADIO INTEREST SOARS

AN INCREASE of 95% in enrollment in radio classes at Cleveland College, downtown center of Western Reserve U., is reported. Five of six courses are conducted at WGAR and WHK studios, all giving credit toward degrees. Lawyers, factory workers, secretaries, teachers and housewives among students, ranging from 18-50 in age.

● ADVERTISING
MUST PACE PROGRESS

This Ad made an Industry out of "hush-hush!"

Listerine startled America in 1922 with "Often A Bridesmaid But Never A Bride"*—featuring "halitosis". People were shocked by this frank discussion, of a "hush-hush" subject.

But drug and toiletries manufacturers rubbed their hands in satisfaction, for the door of public consciousness had been opened—and a new, prosperous industry moved in to stay!

**Created by Milton Feasley and Gordon Seagrove of Lambert & Feasley, Inc.*

In the Distribution Decade, Advertising Must Help Create Many New Industries

ADVERTISING faces many responsibilities—and opportunities—in the Distribution Decade, after Victory. Among these will be the creation of new markets for new industries. And after these markets have been opened, Agency men must assume the task of accelerating Distribution.

For, after Victory, the Nation must not only produce, but *sell* 40% more than in 1940. Money, manpower, production facilities and materials will be plentiful. Distribution—making possible the speedy conversion of goods into dollars—will be the problem.

Just as all forward-looking Agency men are actively studying this problem, we are examining its application to the great 4-State market that is WLW-land. We'll have some interesting things to report to you when the time comes.

WLW
DIVISION OF THE CROSLEY CORPORATION

THE NATION'S MOST MERCHANDISE-ABLE STATION